

THE

Awards Issue

# QUILL

A MAGAZINE FOR JOURNALISTS

"Ball? I Haven't Got Your Ball, Kid"



June, 1957

FOR DISTINGUISHED SERVICE TO JOURNALISM  
This hard-hitting Herblock cartoon is a Sigma Delta Chi  
award winner. For other journalistic honors see page 21.

50 Cents



# LET'S FACE IT...

## *you can't fool the A.B.C.!*

Ask any experienced media man, The Audit Bureau of Circulations (more informally known as the ABC) stands for no nonsense when it comes to analyzing one of its members' *paid* distribution.

Other methods of tallying circulation concern themselves primarily with *quantity*; only vaguely with *quality* . . . or with classifying, rechecking, separating haphazard giveaway copies from bona fide subscribers who *pay* for theirs. It's the kind of addition that pays no attention to padding.

Quantity figures may *look* impressive. (A nickel is over twice the size of a dime—but worth only half as much.) There is a vast difference, however, between somebody who gets a free magazine whether or not he wants it, and someone who must spend money to be *sure* he gets it.

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1735 DeSales Street, N.W., Washington, D. C.

a member of the Audit Bureau of Circulations

THE QUILL for June, 1957



**What makes a company a good citizen\***

*If Michigan is your home state, chances are you have already seen this advertisement. Or, if you live in one of the other Midwest and Rocky Mountain states where Standard Oil Company (Indiana) products are sold, you may have seen an advertisement very much like it with the same straightforward information about what determines gasoline prices in your state. This is the type of factual, informative advertising so vital to a sound public understanding of the oil business and its products and services.*

## Four important things that affect the price you pay for gasoline in Michigan

**TAXES**—You might be surprised what a big chunk of your gasoline dollar goes for *direct taxes* placed on gasoline by federal and state governments. These taxes are largely used to build and maintain our expanding highway system and are collected from you at the gasoline pump. In Michigan the direct taxes on regular grade STANDARD RED CROWN Gasoline total 9 8/10 cents per gallon—equal to 42 percent of the price of the gasoline alone in mid-Michigan areas.

**PRODUCT IMPROVEMENT**—Today's gasoline looks and smells about the same as gasoline has for years but *your car can tell the difference*. The STANDARD RED CROWN you use today is higher quality, higher octane than our Premium Gasoline was only 4 years ago. Such dramatic product improvements are costly. During the past two years octane increases alone added about 25 million dollars per year to our continuing operating costs.

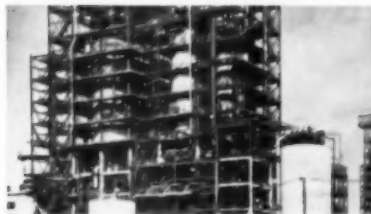
**WAGES**—The money you pay for RED CROWN helps, too, to pay the wages and salaries of the 52,000 men and

women in our immediate "family". They are people like yourself who have had to meet rising living costs. General wage increases of slightly over 4 percent and 6 percent in 1955 and 1956 increased our costs about 28 million dollars annually.

**SERVICE**—Your Standard Dealer is an independent business man in a keenly competitive business. A few cents per gallon mark-up is all that competition allows him if he is to attract and hold your business. This modest mark-up enables him to offer and maintain essential services for car owners. At the same time, it must help cover his many costs and earn him a fair profit.

### \* WHAT MAKES A COMPANY A GOOD CITIZEN?

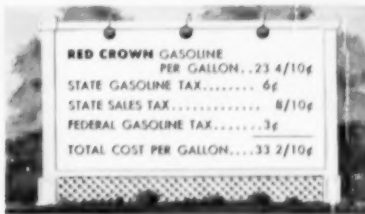
Because gasoline is widely used and needed, its price is a matter of interest to a great many people. The communities in which we live and serve are entitled to information this company can give them on factors affecting gasoline prices.



Modern gasoline quality represents tremendous investments in better facilities and processes, and in research. Yet in America today an hour's pay buys more than half again as much gasoline, excluding direct taxes, as it would fifteen years ago.



In the last 15 years Standard Oil salaries, wages and benefits on the average have increased about 170%. This is important to each Standard Oilier and important to the welfare of the communities where our "family" members live and work.



RED CROWN GASOLINE	PER GALLON... 23 4/10¢
STATE GASOLINE TAX.....	6¢
STATE SALES TAX.....	8/10¢
FEDERAL GASOLINE TAX.....	3¢
TOTAL COST PER GALLON....	33 2/10¢

The taxes you pay on gasoline—equal to 42% of the price of the gasoline itself in mid-Michigan—help to build and maintain Michigan's expanding highway system. You pay these direct taxes whenever you buy gasoline.

**STANDARD OIL COMPANY (INDIANA)**



# Bylines in This Issue



TOM HEFTER CLARDY MCCULLAR

**H**OW Dallas newsmen covered the election day tornado which cut a disastrous path across a part of that Texas city last April 2 is told in "Dallas Press-Radio-TV Newsmen Deal Daringly With a Tornado at the Door," on page 8.

Two Dallas newspaper men—**Tom J. Hefter**, *Times Herald* rewriter, and **Clardy McCullar**, *News* reporter—and two radio newsmen—**Dave Muhlstein**, news director for *KLIF*, and **Bob Whitten**, *KRLD* news staffer—wrote separate reports for *THE QUILL*. These have been combined for the "rewrite" round-up story in this issue.

Hefter, a journalism graduate of the University of Wisconsin in 1952, worked on the Manitowoc, Wisconsin, *Herald Times* and Beaumont, Texas, *Journal* and *Enterprise* before joining the *Times Herald* in 1954. He's married and the father of a young son and daughter.

"Sandy" McCullar has been a *News* reporter four years, after two and a half years as reporter-photographer on the Corpus Christi, Texas, *Call-Times* and six months with the weekly *News* at Ventura, California. This experience followed graduation in journalism from North Texas State College in 1950. As



DAVE MUHLSTEIN

an undergraduate he was a student assistant instructor, editor of the *Campus Chat*, and interned one summer on the Sherman, Texas, *Democrat* while his bride worked for the local radio station. McCullar is vice-president of the Dallas Sigma Delta Chi professional chapter.

Dave Muhlstein graduated in both journalism and arts and science at the

University of Missouri in 1952. He was news director for *WJZM*, Clarksville, Tennessee; *KSVP*, Artesia, New Mexico; and *WNOE*, New Orleans, before taking the same role at *KLIF*, Dallas. He believes radio "needs more newsmen and fewer wire-rippers."

Bob Whitten started his career in radio and television nine years ago at Sulphur Springs, Texas, when just out of high school. Later he was director of news and special events for *KEYL-TV* in San Antonio, was a Liberty Broadcasting System staff news announcer, then an Armed Forces Radio Service staffer in Germany, before joining the *KRLD* Radio and Television news staff in Dallas four years ago.

**A**N interesting report of how a west coast daily newspaper bases its planning and promotion on practical research findings appears in this issue of *THE QUILL*, on page 13.

The author, **Dr. Walter Gieber**, is on the journalism faculty at the University of California. A native of New Jersey and graduated from Rutgers in 1937, Gieber worked on a few weeklies, turned to government work for better income in the late depression years, then returned to his first love after World War II. He worked for the San Francisco *Chronicle*, the Madison, Wisconsin, *State Journal*, and "dabbled in" some public relations.

Responding to a strong interest in research and the mass media, Gieber attended the School of Journalism at the University of Wisconsin in the years 1950-52, completing his dissertation four years later. He taught at Indiana University and was director of the Bureau of Media Research from 1952 until 1955, then joined the journalism faculty at the University of California. He has produced numerous research articles.

**T**HE author of "Freedom of Information Study in Florida Shows Progress and Problems" (page 11), has been Dean of the School of Journalism at Florida State University since 1950. **Dr. Laurence R. Campbell** has taught journalism at Northwestern University, the University of Illinois, University of California, Temple University, Syracuse University, and Cornell University. Prior to entering teaching he was news editor of the Pacific Coast edition of the *Wall Street Journal*, and associate editor of *Drug Progress*.

Born in Iowa, he received his A.B.

degree from San Jose State College and his graduate degrees from Northwestern University. A year ago he spent two months in the Middle East, lecturing at the University of Cairo and the American University in Cairo. He is co-author of "Exploring Journalism" and "Newsmen at Work."

**EDMUND C. ARNOLD** has gained recognition in the world of newspapering chiefly as one of the nation's leading exponents of modern newspaper makeup, perhaps. In this issue of *THE QUILL* he deals with another of his special interests in journalism, the weekly newspaper. The article, "Make the Weekly Newspaper the Start, Not the Finish," is on page 17.

Arnold is editor of *Linotype News* for the Mergenthaler Linotype Company, Brooklyn, and has had extensive weekly and daily newspaper experience. He is co-publisher of the Frankenmuth, Michigan, *News*, which last year won first place for typography in National Editorial Association competition. A journalism graduate of Michigan State University, he is author of a new book, *Functional Newspaper Design*.

**A** YEAR as visiting professor in the Graduate School of Journalism at the National Chengchi University in Taiwan provided the material for "Formosan Press Is Still Under Kuomintang Thumb But Is Winning Freedom" (page 15). **Dr. Carlton Culmsee**, who is Dean of the School of Humanities and Sciences and head of the Journalism Division at Utah State Agricultural College, went to Formosa in 1955 under the International Exchange Service administered by the United States State Department.

A native of Iowa, he received his B.S. and M.A. degrees from Brigham Young University and his Ph.D. from the University of Iowa. In 1938 he became head of the Journalism Department at Brigham Young University. During World War II he served three years as an officer in the Navy. Since 1945 he has been Dean of the School of Humanities and Sciences at Utah State.

## Look for It Next Month

### Covering the State Department

By Peter Lisagor

### Newsmen and Red China

By David Shefrin

### Better Pictures

By George S. Bush

### Getting the Bright Young Men

By William B. Blankenburg





## Here Comes A New Way Of Life

That lonely truck moving through the night is a symbol of the way we live today. What you see, of course, is a modern motor vehicle. What you don't see are the fresh and packaged foods it's carrying to some suburban shopping center, there to be unloaded before opening time tomorrow . . . It's just one of many trucks you'll probably meet before you get where you're going—and one of millions continually at work across this country on the everlasting job of moving increasing mountains of merchandise of every description to where

they're needed . . . Actually it's a new way of life, this truck you're passing in the night, for with their flexibility and speed, their ability to go wherever there are roads, trucks have changed our whole pattern of living. Today, because of trucks, we can live and shop wherever we please—and mills and plants can locate just about anywhere, too . . . America is growing at a rate and in directions undreamed of a generation or so ago and made possible to a large extent by the trucking industry, expanding to serve you.



### AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE SHORTEST DISTANCE BETWEEN TWO POINTS IS A  LINE

**ESSO RESEARCH** works wonders with oil

*Modern asphalt makes driving more enjoyable*



*The miles just seem to float by when you travel on quiet, safe, easy-to-drive asphalt highways. Esso Research, working with oil and highway engineers, has helped develop tougher, more resilient surfaces that stand up under heavy travel, hot sun, snow and ice. By helping to pave the way of progress with asphalt, again **ESSO RESEARCH** works wonders with oil!*



THE QUILL for June, 1957

# THE QUILL

A Magazine for Journalists

Founded 1912

Vol. XLV

No. 6

## A Record of Service

**P**ESSIMISTS who volunteer periodically to write the obituary of the American press will find little to encourage their gloom and doom predictions in the examples of distinguished service to journalism cited in the current array of awards. The record reveals that news rooms across the nation, large and small, are alert and capable. The citations also reveal a dedication to the public welfare which has always been a hallmark of journalism in America.

Perhaps it is inevitable that the accolade of the profession's approval goes to those who have achieved spectacular success. Sigma Delta Chi's award for distinguished public service, presented to the *Portland Oregonian*, recognizes an outstanding job of investigative reporting in the face of a variety of threats, both physical and economic.

The Pulitzer Prize award for public service paid tribute to another instance of courageous enterprise and painstaking digging by the staff of the *Chicago Daily News*. There were other examples by magazines and radio and television newsmen. It is interesting to note that in these instances, as in many other news stories which exposed wrongdoing, in and out of government, the press not only uncovered the evil, but directly or indirectly pointed out the way to correct it.

**I**T does not detract from the validity of the awards to point out that many newspapers do an exemplary job as a public watchdog without ever receiving public recognition. There are newspapers which keep such a careful eye on their local and state governments that skullduggery rarely dares to raise its head. These newspapers might be compared to a public health officer, who recognizes that if an epidemic is permitted to get started in his community he is not functioning efficiently.

Those who suggest that perhaps the practice of making annual awards is overdone, if not unfair, cite this contention in support of their stand. They argue, and with some justification, that if the newspaper is constantly on the job the conditions which frequently lead to an award would never be permitted to exist.

If some formula could be devised to evaluate this type of preventative public service and to take into account all of the intangibles involved, there would be good reason to present the highest honor of all to the newspaper, or the individual, able to vaccinate a community against

misdeeds of either omission or commission. No such formula, unfortunately, has been devised, and until it is achieved those newspapers and newsmen must be content with the satisfaction of a job well done.

Whether the cancer is exposed or prevented, the hard-hitting vigor of this country's newsmen, their persistent digging, and their constant concern in running down the wrong-doers and at the same time in protecting those unjustly accused refutes the sneers of those who infer that journalism in this country is decadent.

**T**HERE are other impressive conclusions to be drawn from this year's array of winners. The issue of segregation was admittedly a hot potato in the South. As three awards made by Sigma Delta Chi and the Pulitzer Prize for editorial writing attested, the issue was not dodged by either editors or reporters. On the contrary, they wrote about it constructively and frankly and undoubtedly this influence will be felt in the final determination of the controversy by the Southern states. The same comment applies to *Life* magazine's excellent treatment of the subject.

The decisions of the judges in the awards for radio and television news and public service attests the growing maturity of these new media of modern mass communications. The effectiveness of Station *KPIX* in San Francisco in bringing to the attention of that community a serious problem of metropolitan areas and focusing attention on a practical solution is in the best tradition of journalistic public service.

An interesting parallel can be drawn between the Pulitzer Prize award to the Salt Lake City *Tribune* and Sigma Delta Chi's award to Johnny Green of Station *KPHO* in Phoenix, Ariz. Both awards were given for enterprise in handling the same story, the collision of two airplanes over the Grand Canyon, under the pressure of limited time. The comparison emphasizes that radio newsmen are as alert and as capable in handling a difficult assignment as their competitors on a newspaper.

**T**HIS issue of *THE QUILL* lists many other winners in a variety of specialized fields and for a wide range of accomplishment. It may be, as some complain, that there are too many awards, and that some of the most deserving are ignored. But no one can read the list of accomplishments on which this year's awards are based without taking pride in today's journalism.

CHARLES C. CLAYTON

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# Dallas Press-Radio-TV Newsmen Deal Daringly With a Tornado at the Door

*Reports from four who shared the frightening experience tell the exciting story of how men and media prepared to cover an election, then had disaster and destruction to report too.*

By TOM J. HEFTER, CLARDY McCULLAR,  
DAVE MUHLSTEIN, and BOB WHITTEN

**T**HE twister which struck Dallas April 2 was probably the most thoroughly covered tornado story of all time. Four Dallas newsmen wrote highly readable articles on the subject, with pictures, for *THE QUILL*.

Tom J. Hefter, rewriter on the *Dallas Times-Herald*, wrote an excellent general round-up story of how Dallas newsmen and media faced up to the task. Clardy McCullar, *Dallas Morning News* reporter, compiled a thorough accounting of the tornado coverage, media by media and cited many newsmen and their individual roles in covering the big story.

Dave Muhlstein, news director of *KLIF*, wrote a succinct piece on how that Dallas radio station met the challenge of the disaster, and Bob Whitten, radio reporter for *KRLD*, came up with an exciting adventure account of how he chased the funnel.

What follows is a composite of reports by these four capable newsmen.

**D**ALLAS newsmen were prepared to handle one big story on April 2 . . . the special election of a U. S. Senator from Texas who would decide party control of the Senate.

Suddenly, Mother Nature doubled the newsmen's assignment. This is a partial story of how those men and media—radio, television and press—reacted and successfully covered, in a few hours, two of Texas' biggest news stories of 1957.

It was a quiet, hot and sticky day in Dallas on that Tuesday, not normal weather for the Texas prairie metropolis. Early that morning veteran *Times Herald* rewriter Lonnie Hudkins remarked to City Editor Charles Dameron, "Perfect weather for a tornado."

**B**Y 3:30 p.m., the *Times Herald* had closed shop after putting out its afternoon editions. Most of the staff was assigned to cover some phase of the election when returns started coming in after the polls closed at 7 p.m. The city editor had let his staff go early to catch a nap first.

The *Dallas Morning News* was just beginning to gather its stories for Wednesday's morning editions. Its lead story was scheduled to be the early returns of the U. S. Senate race . . . but it wasn't! The second best story for Dallas news media was

bound to be the outcome of a hot city election, it was expected.

**R**ADIO and television reporters centered attention all day on the huge turnout of voters marching to Dallas County's polls. They had covered thoroughly the day's normal assignments, and now were resting before the hours-long task of keeping listeners and viewers abreast of election results.

Throughout the day, the U. S. Weather Bureau had sounded warnings to the news outlets that Dallas was included in an area threatened by "severe thunderstorms." With that warning in hand, editors had kept an eye warily on the weather, but mostly to see what effect it would have on the election turnout. Radio Station *KRLD*, with its 50,000 watt coverage, aired the storm warnings to outlying areas.

One of the first indications that the election would share top billing came at 3:25 p.m. Nick Sindik, publisher of the *Carrollton Chronicle*, a small weekly north of Dallas, called Radio Station *KLIF* to report a tornado to the west. News Editor Stan Weinberg put the information on the air as a bulletin.

**S**HORTLY after 4 p.m., the Dallas County Sheriff's radio began crackling with reports of a tornado building up south of Dallas. A huge formation of cumulus mamatus, breast-like, tornado-producing clouds, was boiling toward the Oak Cliff section on the southwest side of Dallas.

At 4:20 came the electrifying news: What was by now a full-fledged twister had touched the ground a mile east of Red Bird Airport on the south edge of Oak Cliff and on a course aimed directly at the city.

**I**MMEDIATELY, radio stations *WFAA*, affiliate of the *Morning News*; *KRLD*, affiliate of the *Times Herald*, and independent stations

United Press photographer Jerry McNeill shot this devastation picture early on Wednesday morning after the tornado had terrorized Dallas.



THE QUILL for June, 1957



KLIF and WRR went into action. Their bulletins and the speed with which their mobile news units caught up to the giant-stepping tornado undoubtedly saved many lives, police and disaster officials said later.

Edward M. Vernon, chief of the U. S. Weather Bureau's forecast and synoptic reports division in Washington, later credited Dallas' radio and television stations with "exceptional" coverage of the tornado.

**"S**OME of the stations even put observers on roofs to trace the path of the storm and keep the public abreast of its movement," Mr. Vernon said. He added that probably the reason only ten deaths occurred in such a heavily populated area was "because people knew where to duck."

During the entire time the huge twister battered its way across Dallas, mobile news units from radio and television stations followed it closely, sometimes getting near enough to ride it like a bucking Texas bronco. At other times they were forced to fall behind to avoid being hit by falling trees, flying roofs and other debris.

KRLD's Bob Whitten and KLIF's



**KLIF mobile newsmen Les Vaughan follows through with a summary report on damage in the Record Crossing area of West Dallas the morning after Vaughan's wild chase with the tornado.**

Les Vaughan, a sound engineer who drives a mobile news unit for fun on weekends, hurried to the tornado path. Each drove to within a few yards of the tornado's fury. While chasing it at speeds up to forty-five miles per hour, sometimes with police car escorts, radio reporters broadcast repeated warnings and descriptions of the storm.

Vaughan caught the tornado as it

dipped down to suck up several Oak Cliff homes. The funnel tossed roofs and big trees at his mobile unit like a small boy throwing stones. He was forced to stop once briefly after this dramatic on-the-spot description: "There goes another big tree . . . a piece of a roof just hit the news unit . . . driving is becoming extremely hazardous . . . I'm going to have to stop now."

**This is the picture of the April 2 tornado funnel which ran on the front page of the Dallas Morning News the next day, spreading across five columns. It was snapped from the top of the News Building by Bill Winfrey, who was working his sixth day in the News photo lab.**



**F**ROM the hodgepodge of background noise, listeners were able to distinguish the roar of the tornado, described as "the roar of a thousand freight trains," and the howls of emergency vehicles swarming to the path of destruction.

Vaughan's report, taped in the news center as it came off the air, was fed to some thirty or forty stations from coast to coast that night. In Washington, D. C., Station WWDC, phoning KLIF for election results, jumped on the tornado story instead. As a result, listeners in the nation's capital heard the vivid description almost at the moment it was happening more than a thousand miles away.

Whitten intercepted the funnel as it slammed into West Dallas. He broadcast a continuous eye-witness description of the tornado in action, its location, and the destruction, except when his mobile transmission facilities temporarily went out. At times, Whitten was driving within thirty feet of the funnel.

**T**HE tornado ripped across the Fort Worth Highway about three blocks in front of Whitten's car. At that point a man easily could have outrun it on foot, for its forward motion could have been no more than ten miles per hour, Whitten believes. The cloud appeared of monstrous proportions, yet was no more than twenty-five yards in circumference. It reminded Whitten of the small whirlwinds he had watched as a kid, picking up a batch of leaves from the yard and scattering them once again over the lawn. But now he watched objects the size of a man being tossed outward from this full blown tornado.

A huge truck and its trailer was jerked from its position next to a loading dock and lifted some fifty feet in the air. Then, as if an invisible hand had released it, it plummeted back earthward and landed on top of an empty car only fifteen feet to Whitten's left.

**D**RIVING his new MG, International News Service reporter Shelby Scates chased the twister, with police opening paths for his fire-red speedster. Other INS staffers covered the hospitals and called in eye-witness interviews.

WFAA radio and WFAA-TV newsmen, from a vantage point on the roof of their station just east of the funnel's path, apparently were first on the air with a running description of the tornado as it approached from the southwest in the form of a huge black cloud, then lowered its deadly finger of destruction. They continued to broadcast throughout the entire

time the tornado wreaked havoc in Dallas.

Credit for the minimum number of casualties was given to radio by numerous individuals and agencies. On April 6, the *Christian Science Monitor* said, "Outstanding perhaps in this public service was the news department of Radio Station KLIF, which put several mobile units into action that tracked the storm until it disappeared. Thus thousands of persons were warned in time to get out of the path of the storm."

And, while all this was going on, Dallas' photographers, ranging from veteran NBC television cameraman Maurice (Moe) Levy to rank amateurs, calmly took pictures by the dozen from as close as a few hundred feet to a distance of over a mile.

**L**EVY was at his North Dallas home when he heard about the tornado striking Oak Cliff. With knowledge procured from shooting two documentary films on tornadoes, he charted the best position to intercept the twister. He knew they always travel in a northeast direction.

Speeding to his selected position, he hit a tremendous rainfall. When it cleared, the twister was rushing toward him across the Trinity River bottoms. It was about one-half mile away.

Levy knew he could outmaneuver the storm because its maximum forward speed would never exceed about twenty miles an hour. He had learned that at a Tornado Research Laboratory in Stillwater, Okla.

He decided to try to cross in front of the tornado before it hit the street he was on. Then, he would turn around and follow it. He drove a few blocks, shot film from the top of the car, drove a few more blocks and shot some more film, and then began shooting as he moved.

Suddenly, his car was surrounded by screaming voices, about twenty persons trying to get in the car. Levy tried to tell them he was going toward the tornado, but they refused to believe it. Several piled in and he chased the twister, shooting through the windshield, while driving full speed. His carful of "guests" shouted, "Not this way, mister, go the other way."

After chasing the tornado until it disappeared, Levy sped to Big D Film Laboratories, where a pre-planned emergency set-up was waiting. Within an hour, his film was developed and on television sets all over the country.

**A**T the Dallas News building, Bill Winfrey, the newest photographic cub, who only a couple of weeks

earlier was slipping papers in the mail room, ran up on the roof and snapped pictures of the funnel. His best one was a page one smash, five columns wide, in all editions.

**B**EFORE the dark funnel had completed its destructive path through the city, both *Associated Press* and *United Press* wirephoto operators transmitted their first tornado pictures. The New York offices were stunned. The first transmission in each case was a smash picture of the tornado's funnel! Not long ago such a picture was a real rarity.

Dallas News photographer Walt Sisco strolled to the top of the News building and nonchalantly took color pictures of the tornado, used by *Associated Press*.

In Dallas' tallest and newest skyscraper, the aluminum-sheathed Republic National Bank Building, an advertising man and an airline's public relations assistant snapped pictures through windows high above the city. Each of them was rewarded for his presence of mind by seeing his pictures on page one of papers throughout the country.

**B**ILL BURKETT, a professional photographer and also a KLIF mobile reporter, was in his private car crossing a high viaduct west of the main Dallas business district when he sighted the tornado coming from the south. From his vantage point, Burkett clicked picture after picture of the tornado as it roared through Oak Cliff, passed directly in front of him, and began gouging a path through West Dallas. His pictures were bought by *United Press* and *Life* magazine. Burkett sped to a nearby phone and broadcast, via a tape recording, a full description of what he had seen and recorded on film.

**I**N the KLIF news center, Weinberg had his hands full with the monumental task of coordinating the many reports and emergency messages. Except for the periods when remote reports were being made from the field, the mike in the news center was constantly open. As quickly as a report was verified, it was broadcast.

In the middle of it all, the news center was feeding telephone reports to other stations, nationwide. And, preparations still were going on for the election coverage scheduled to begin at 6:30 p.m.

At 6:15 p.m., with rescue and emergency operations in full swing, KLIF resumed regular programing, inserting tornado and emergency information every few minutes, as well as more

(Turn to page 14)

# Freedom of Information Study in Florida Shows Progress and Problems

*Press, radio and television newsmen report on problems involved in covering government meetings and getting access to public records.*

By DR. LAURENCE R. CAMPBELL



Results of a statewide survey of freedom of information on the local level in Florida are reported by Dr. Laurence R. Campbell, Dean of the School of Journalism at Florida State University.

**N**EWSMEN today generally have free access to public meetings and public records in Florida, but they still are confronted with some obstacles in covering government news.

Views of newsmen representing eleven of the forty-five dailies, twenty-five of the 150 weeklies, four of the 107 radio stations, and three of the eighteen television stations in Florida were compiled in a study completed recently by Florida State University School of Journalism.

These representatives of news media answered nine questions in a two-page questionnaire similar to that sent to Wisconsin news media by Professor Lucas G. Stalder of Marquette University (THE QUILL, October 1956).

Should reporters have free access to government meetings?

**T**EN of the eleven daily newspapermen answered "yes." Malcolm Johnson, executive editor of the Tallahassee Democrat, instead made this comment: "There is a point at which you must put your confidence in public officials. If you catch them abusing the confidence, you have the means to whip them. If all reporters were reasonable, accurate, and had good judgment, I'd say open everything to them—but they aren't all capable and fair. The pressure of time and competition sometimes combines with bad reportorial judgment to give warped, incomplete, and premature accounts of delicate matters in formative stages."

Twenty-three of the twenty-five weekly newspapermen answered the question "yes." Both Bernard Guthrie of the Mayo Free Press, who answered "yes," and Warren Baslee of the Fernandina News-Leader, who answered "no," noted that national security was a factor.

"I do not approve of so-called executive sessions or secret meetings," reported Robert Ehler of the Jasper News, a viewpoint widely shared.

**I** DO not believe that reporters should sit in on all meetings," said Mrs. Dale Wimbrow, editor of Indian River News, Sebastian. "A newspaper is supposed to inform its readership in a constructive manner; therefore, only final decisions should be of utmost importance to a reporter together with the reasons for the final decisions on any matter. These decisions should then be presented to the public at large through the news medium and the people then should decide what to do."

Radio news directors in three instances answered the same question, "yes," but one answered "no." Here are their comments:

Anne Wilder, news director, WIBA, Fort Pierce: "In our city, and sometimes county government, officials hold 'conferences' to which the radio and press are not invited except in rare cases. There has been no difficulty getting information about what happened at the meeting if we want it. We have no objection to such conferences if no official action is taken at them. However, we are viewing with some dissatisfaction a growing tendency of our city government to have the 'downstairs' meetings the important ones; if this continues we probably will take audible action against the practice."

**G**EORGE THURSTON, news director, WTAL, Tallahassee: "There may be rare occasions when exclusion of the press is justifiable, but they are extremely rare."

Ed Sherer, news editor, WMOP, Ocala: "In some instance premature release of proposed action by a governmental body would be to the detri-

ment of the city or other governmental subdivision as a whole. In these cases I believe that the press should cooperate in holding what might be discussed for release at a future date."

John Keeling, Jr., news director, WTRR, Sanford: "Exception—meeting affecting national defense—if any aid could be given to enemy from information."

**K**EITH LESLIE, newsfilm reporter for WTVJ, Miami, and Dick John, news director of WTVT, Tampa, believe all such meetings should be open, but Dave Webster, acting news editor of WJNO TV, Palm Beach says, "I believe there are certain high level meetings which of necessity must be private. Once policy has been established, then the public and reporters may be allowed to pass judgment through the press."

Only one daily reported denial of free access to city meetings in 1956, but two noted difficulties before 1956. One listed such denial to county meetings in 1956 whereas three had this problem before 1956.

The Sanford Herald reported that it was denied access to a city council meeting once in 1956. The Miami News reported that it had been refused admission to county commissioners' meetings.

The Panama City News-Herald and the Pensacola News Journal were refused admission to both city and county meetings on occasions before 1956. The Miami Daily News was denied such admission before 1956.



"City commissioners sometimes hold private conferences at places other than the city hall," Malcolm Johnson, executive editor of the *Tallahassee Democrat* points out. "The most offensive situation is in the State Senate, which claims a constitutional right to close doors of its chambers and committee rooms when it pleases. For too many years the press has conceded that right. I don't agree."

T. C. Harris, executive editor of the *St. Petersburg Times*, says the county commission has held secret meetings.

**F**OUR weeklies were denied access to city meetings, one to a county meeting, and one to a federal agency meeting in 1956. Only two reported such difficulties with city and county meetings before 1956.

The *Hollywood Sun-Tattler* was denied admission to a city council meeting once in 1956, but reports that the situation for the past five years has been generally satisfactory.

"Early in 1954, the city commission had a few secret meetings, but after slight needling by the *Journal*, it discontinued them," according to Mrs. Lora S. Britt, editor of the *Delray Beach Journal*. "There had never been such sessions of the commission before and there were none later until May, 1956, when the city became involved in some racial difficulties over use of the public beach. Many secret meetings were held despite protests from the *Journal* editor. Public opinion is against the private meetings, and most of the twelve candidates for the commission have expressed disapproval of them."

**T**HE city council, this year, began secret meetings on the new mayor's request," says Mrs. Mabel Norris Reese, editor of the *Mount Dora Topical*. "However, publicity about the secret meetings and editorials of protest seem to have stopped the practice for the moment."

Sometimes there is no deliberate denial of access, as Karl J. Easton of the *Lake Worth Herald* points out. Instead "special meetings are called without the reporter's knowledge."

Bernard Guthrie, publisher of the *Mayo Free Press*, says he was denied admission to meetings of the county board of public instruction.

E. L. Matthews, editor and publisher of the *Bradford County Telegraph* in Starke said he "was asked to leave a special meeting of the county hospital board at the request of one of the members of the board. Reason: The board was meeting to discuss the conflict between two mem-

bers of the hospital staff and evidently feared that the discussion would prove embarrassing to one member of the board if reported in the press. Reporter protested, but complied."

**T**WO radio news editors commented on obstacles in covering the city hall. George Thurston of *WTAL* said, "City commission meetings are often held without notice to news media or the public and several times when reporters discovered the meetings, they were refused admittance. They were held as conferences with decisions confirmed in public meetings."

In 1956 radio newsmen were denied admittance to a meeting between the city government and officials of the Florida Power & Light Company relative to extending the franchise, reports John Keeling, Jr., of *WTRR*, Sanford.

Television newsmen also encounter obstacles. *WTVT* of Tampa reports obstacles in court coverage. *WJNO-TV* of Palm Beach notes that some meetings of the city and county commissions have been closed to reporters.

**W**HAT do newspapermen do when they are denied admission to meetings of government bodies and access to government records? Six of these on dailies reported that they protested, seven engaged in editorial comment, one took legal steps. Ten of the weekly newspapermen protested, four wrote editorials, none took legal steps.

"City council budget preparation meetings were closed to reporters," reports M. T. Gaines, editor of the *Pensacola News-Journal*. "We kept a man outside the door, got most of the action, and publicized it. No further attempts by the city."

"City civil service board attempted to ban reporter because he came in a little late. We protested by legal counsel, then filed mandamus suit, judge upholding our right to entrance and coverage by fair account."

When a *Sanford Herald* reporter was barred, "an immediate editorial on the day following was used on the front page," reports J. Marion Harmon, executive editor.

"Whenever it is clear a commission action is 'rubber stamped' from decisions arrived at 'get togethers,' we so indicate in the story," says W. M. Pepper III, city editor of the *Gainesville Sun*.

"The best way to handle it is to keep telling on them when they meet privately without justification," observes Malcolm Johnson, executive editor of the *Tallahassee Democrat*.

Typical comments from weekly newspapermen:

*Dania Press Record*: "City agenda goes off smoothly. All differences are said to be settled at unofficial meetings in private homes before meeting is held. Reporter never knows when; not present at these pre-meetings."

*Dunedin Times*: "We have only had trouble in that commissioners held some special call meetings and did not notify us. We have that all worked out now."

*Polk County Democrat*: "We simply reported: 'The city commission held another secret session following its regular meeting Monday night' until it stopped doing so. And it didn't take long to get results—the public gave the commissioners no peace until they ceased their secret meetings."

*JASPER News*: "None, yet. I plan to keep gently nudging the school board until we can get more cooperation."

*Mayo Free Press*: "Have told public in news column of denial to meetings, and proceedings were of public interest."

Radio stations *WTRR* of Sanford and *WTAL* of Tallahassee have protested against secret, private and "executive" meetings. The latter makes "the most intense effort to discover such meetings, publicize their existence and nature, and to obtain all possible information from them for broadcast."

Television newsmen protest against denial of free access to government meetings. *WTVT* reports, "We are trying to convince the bar that Canon 35 is no longer valid. This is an industry-wide effort, beginning to bear fruit."

**S**HOULD reporters have free access to all government records? "Yes," said eight of the eleven daily newspapermen answering the question. One of these said, "we did oppose opening welfare rolls."

The *Panama City News-Herald* noted two exceptions: Adoption proceedings and bills of complaint in divorce action. John McMullan, city editor of the *Miami News*, says such access may be granted "where national security isn't involved, or where the privacy of an individual would not be unfairly invaded."

"There are very few exceptions," says Malcolm Johnson, executive editor of the *Tallahassee Democrat*. He notes confidential reports of parole investigators, "for instance, when disclosure of sources would leave them

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# Research Can Help More Newspapers Know What They're Doing, and Why

*The case of the daily Mercury-News in post-war San Jose, California shows how research gives practical direction to planning and promotion.*

By DR. WALTER GIEBER



Dr. Walter Gieber, University of California journalism teacher, cites the San Jose Mercury-News as an example of a newspaper operating on the basis of practical research findings rather than guesses.

**R**ESearch can be a matter of survival for a newspaper. Perhaps this is putting it too strongly. But it would be difficult to argue that research is not part of planning for growth and change.

The case in point is the research operation of the San Jose, California, *Mercury and News*.

The Ritter-owned papers are in what today seems to be a typical urban situation. The community is growing with an explosive force. Not too long ago, San Jose was a quiet, prosperous market center in agricultural-rich Santa Clara Valley. City zone population at the end of World War II was just below the 100,000 mark. Today, it has doubled—this is a conservative estimate. Ten years ago, the combined *Mercury-News* circulation was 50,000. It is now close to 110,000.

**S**AN JOSE changed from a community with parochial interest into a cosmopolitan city, hub of a highly urbanized complex of industry, residential tracts and consumer services. The problems of government, finances, schools, utilities, transportation, and even civic identification—all bundled under the ubiquitous heading of planning—are manifold and hydra-headed. The *Mercury-News* as a matter of policy could, and did, decide to share leadership in civic affairs. But in view of the influx of population, the papers had to turn to research to keep up with changes among the readers.

Research at the *Mercury-News* is one of the activities of the promotion department. Daniel K. Stern, promotion director, reports directly to the publisher. Stern explains that his department is responsible for the promulgation and growth of the newspapers as entities. In most plants, promotion and research are subsidiaries of an operating department. This arrangement inevitably leads to an out-

look limited by the immediate problems of the parent operation.

By being independent—Stern says his group is in the "tower"—the promotion department has the full opportunity to be "creative." The research men, he says, must attempt to "visualize the total reader."

This makes sense. Readers cannot be divided according to editorial, circulation, or advertising rationales.

**A** SIMPLE illustration will suffice. Lately, newspapers have become acutely conscious of the teenager. So far, it seems to me, the teenager has been falsely departmentalized. Circulation departments have pushed special school-room editions. Marketing specialists have discovered that the teenager is an influential consumer. Only a few editorial departments see the teenager as anything other than a pain in the neck. Some current teenage columns are adrift gaffes. To be sure, the teenager has his own values and tastes. But the things he does as an adolescent, consumer, and student cannot be divorced from the complexity of roles he plays within the family and community. If he is a reader of your newspaper he must be treated as any reader with both specialized and generalized interests. I am certain research will bear me out.

**N**ONE of the above prevents the research department from working on special surveys for the operating departments. The San Jose annual consumer analysis is done by the research group in cooperation with the advertising department. In fact, Stern suggests the operating departments will get more meaningful results from a survey coordinated by a group with an overall point of view.

Stern is first to admit his research crew cannot do all it should. The department is understaffed and all must double in harness. The promotion de-

partment, including the director, consists of six persons, three of whom do research part-time. He hopes to expand his research operation in the not-too-distant future.

Limited in staff and time, Stern must choose between studying immediate changes in reader and attitudes and reading habits or surveying the long-term shifts. The former may involve a sudden influx into a suburb. Or it may be a loud uproar over a particular feature. These fortunately can be measured by the cash register or letters to the editor.

**I**T is possible that readers in the static community persist in their reading habits. But not in a dynamic situation as San Jose's. Stern is concerned with the changes, often slow and subtle, in the readers' attitudes toward the newspaper as a "package." He must know if the readers think the *Mercury* and the *News*—all parts—are doing a good job. A newspaper's success cannot be measured alone by its circulation figures; the regard held by the readers is what counts in the long run.

The only way to find out is to ask the reader. No single research sortie will tell the story, either. The *Mercury-News* has been surveying for several years and probably will step up the pace in the future. Results figuratively will be plotted on a prognostic chart before any "hard" changes can be noted. Meanwhile, the research operation is gaining experience and sharpening its tools.

Stern has just completed a 1957 sur-

vey among readers of the *San Jose News*. For economy's sake, he decided to survey 1 per cent of city zone readers. (Previous studies showed no major difference between city and trade areas.) Names were taken at random from district circulation lists to provide a cross section of income levels.

Questionnaires were sent by mail. An almost unbelievable high 22 per cent were returned without any disproportionate number of responses from any reader group.

**T**HE questionnaire was not an abstract probing of opinions. Stern regards research as a practical tool, and he planned the current survey with the guidance of the editorial department. Not only did the reader have the opportunity to "grade" the *News'* overall performance but also rated, for example, crime, sports, and political coverage, and an array of features and comics. Male and female readers received different blanks.

Most questions were "scaled." For example, on the question of political coverage, the reader had a choice of four responses, very fair, fair, not so fair, and very unfair.

The survey produced two sets of results, one with long-term significance, the other immediate. The former showed up first in the ratings on sports news; a large number of readers wanted more national stories. This may be a reflection of the influx of new population groups and the growing urbanity of the area. The *Mercury-News* will have to watch this phenomenon for the next several years, because it decidedly can affect policy in other news sections. A "cosmopolitan" reader will want more national and international coverage, while wanting only a certain kind of local news.

The "immediate" results deal with individual features. As expected, several light local features, for example, were rated high. Other features, a bridge column and bowling news, ranked low.

Decisions concerning features—in fact, all decisions—rest with the publisher and the editorial executives, Stern says. He believes research is both a tool and a guide. It does not provide final answers; these depend on judgment.

Nonetheless, Stern, speaking as both a research man and promotion director, warns that the so-called "light" and "special" reader cannot be ignored easily. He also buys the paper. It may be less profitable to drop a low-ranking feature than one, although fairly popular, which has a replacement already in the paper.

## Dallas Newsmen Deal Daringly With Tornado at the Door

(Continued from page 10)

interviews and reports from the scene.

The election coverage, which was to have taken the air by itself, finally began at 7:30 p.m., sharing the remainder of the night with more tornado news. Two newsmen were pulled off tornado coverage for previously arranged remote pickups on the election.

Photographic coverage of the tornado was amazingly thorough. Within a few hours, a photographer who *didn't* have at least one funnel picture was an oddity. For days amateur photographers were bringing smash storm snapshots to both papers.

The huge cone of swirling winds moved slowly across the western half of Dallas in full view of the *Associated Press* night office windows on the third floor of the *News* Building. Marshall Comerer sat near a window and for forty minutes wrote a running description for the wire.

"My biggest problem was ungluing teletype operators from windows to send my copy," he chuckled later.

AP's radio editor, Dick Adams, also watched the tornado from his desk and filed a description for Texas radio stations.

AP's Dallas bureau chief, Bill Barnard, went to Parkland Memorial Hospital where most of the dead and injured were taken. He supplied casualty figures and names for hours before getting to the bureau to help write the wire's main leads.

**O**VER at the *United Press* bureau, the whole staff went on an emergency basis as soon as it became clear that a major tornado had hit Dallas. Bureau Manager Preston McGraw had been to a dentist to get a broken tooth patched and was on his way back to the bureau when it struck. He immediately took over writing the main tornado leads.

Division business manager Sam Hales, who worked on the news side before going into the business department, moved in to read copy. Eldon Corkill, an ex-UP staffer and now public relations man, followed the tornado through Oak Cliff and phoned in his story.

Lee Bond, UP division news editor, had gone home to catch a nap before a night election trick. He was awakened by an uproar (he lives about six blocks from where the tornado hit in Oak Cliff) and immediately started covering wreckage in his area.

Since the *Dallas News* staff already was assembled for its normal working day, there were plenty of hands to wrap up its coverage. Many of the staff watched the funnel's trip, through the newsroom's windows.

Back at the *Times Herald*, City Editor Dameron had gone home before he saw rewriterman Hudkins' prediction come true. Managing Editor Mason Walsh and Assistant Managing Editor Hal Lewis were among the few persons left in the news room.

**A**S if by magic, staff members began appearing at strategic places. Employees on the wire desk, amusements desk, business desk and woman's section, who practically never handled a local news story, appeared on the scene at disaster areas and the city's three hospitals. Within less than an hour, twenty-five reporters and desk men were voluntarily back on the job.

KNOK, the area's Negro station which broadcasts in Fort Worth, sent News Director Jim Randolph to the scene. Officials estimated 90 per cent of the injured individuals were Negroes. Negro neighborhoods were hardest hit. Randolph cut tapes after radioing in first reports for the station which signs off at 7 p.m.

Ray Zaubert, editor and publisher of two weekly newspapers, the *Star-Tribune* (Wednesdays) and *Oak Cliff Tribune* (Fridays) had a fourth of his *Star-Tribune* press run to go. Someone walked into his office and said, "There's a tornado out there!" Zaubert went out to look, stopped the presses, took a picture of the funnel, developed and printed it, then made a Scan-a-graver cut and wrote cutlines for the three-column funnel picture which ran in his last 11,000 copies.

WRR, the municipally owned but commercially operated station, played the chief role in mobilizing the police and Emergency Corps. WRR is the main station in Dallas' civil defense organization. Chief Announcer Eddie Hill broadcast thousands of emergency messages. News Director John York chased the twister, splicing descriptions between emergency messages. Newsmen Jim Lowe broadcast from extremely close to the funnel.

Although several radio stations stayed on the air for up to sixteen

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Dr. Carlton Culmsee, a dean and head of the Journalism Division at Utah State Agricultural College, was a visiting professor in the Graduate School of Journalism at the National Chengchi University in Taiwan in 1955-56.

**C**HINESE journalism is significant to Americans for at least one reason. With almost four times our population, the Chinese are the world's most numerous people. Split or reunited, China must affect decisions involving all Americans.

For the West's future welfare—and the East's, of course—this is obviously a crucial question: Whether China is to be united under a leadership which directs all the powers of mass communication toward agitation and propaganda, “class struggle” and world revolution, or whether that leadership is to be scrutinized and criticized, and the minds of the people nourished, by free communication.

The man whom Chinese have titled “the representative figure” of the transition in their history from monarchism to republican aspirations ably expressed the need of such communication in the democracy he visualized. In 1896 the scholarly revolutionist-editor Liang Chi-chiao wrote:

“The strength of a nation depends on whether the channels of communication are open or not. . . . To remove obstacles and achieve mutual understanding, means are many, but the first step is the creation of a public press.”

THE QUILL for June, 1957

## Formosan Press Is Still Under Kuomintang Thumb But Is Winning Freedom

*Encouraging factors warrant hope for free and responsible mass communications to help win the fight against Communism in the Far East.*

By DR. CARLTON CULMSEE

Whether China is taking that vital first step is important in world affairs. Since the Red Chinese leadership does not permit free journalism as we define it, we have only the possibilities in the Republic of China to consider. Even reduced to Formosa, the Republic of China cannot be ignored as a shard of empire, inhabited by some exiles vainly whistling in the dark of Communism's vast shadow. Formosa is larger in area and population than many other United Nations members. The people are approximately as numerous as those on the continent of Australia. Millions of “overseas Chinese” in Southeast Asia look to Taipei for leadership.

**M**ANY journalists and other intellectuals who were democratic idealists came to Formosa when the Nationalist armies collapsed in 1949. They have not been liquidated as hundreds of thousands of intellectuals were in the purge by the Communists in 1955 on the mainland. But on Formosa do they have scope for their energies and ideals? Do they breathe an atmosphere conducive to the development of free communication? Or is the Kuomintang's reactionary element, which is charged with unjust harshness toward certain liberals and idealistic university students in the anti-Red campaign in China shortly following the war, disposed to squelch democratic tendencies and is it powerful enough to do so?

**O**BSERVATIONS in Formosa during 1955-56 lead me to believe that if pressures associated with national emergency could be removed, the forces working for press freedom would win. There are now no laws curtailing press freedom and no censorship except safeguards of certain military information. Instead, the

new constitution of the Republic, put into effect in 1947, provides that “The people shall have freedom of speech, academic instruction, writing and publication.” In harmony with this guaranty there is a spirit of liberty which finds expression on a variety of subjects.

**S**OME Americans on Formosa would disagree. They would argue that the dominance of the KMT is both a direct and an indirect curb on all freedoms. No one but a party zealot would insist that the party can enjoy its acknowledged political and military power without seeing it sometimes overflow into the areas of debatable appropriateness or value. The KMT is termed the “ruling party” in journals friendly to it as well as those critical of it. Three of the fourteen newspapers in Taipei are known as both “official” and party organs. Generalissimo Chiang Kai-shek is both president of the Republic and head of the party.

**B**UT Chinese on Formosa take actions and attitudes toward the KMT which no one in Russia, for example, could take toward the Communist party. Several of the privately owned newspapers, even some published by party members in good standing, sometimes analyze the party and KMT men in government with considerable frankness. Not long ago a Taiwanese, or native of Formosa, not a KMT man, ran against a party candidate for mayor of the capital city of Taipei, and won. Neither Dr. Yu Ta-wei, minister of national defense who earned his Ph.D. at Harvard, nor Dr. T. F. Tsiang, Chinese representative to the United Nations, is a KMT man.

Last spring the Chinese language newspaper *Kung Lun Pao* and the



*China News*, English language but Chinese-operated daily, held the KMT responsible for a decline in interest in local elections. After mentioning the people's enthusiasm at the introduction of democratic practices in local government, they deplored a falling-off in some areas in the percentage of citizens voting. They both ventured the explanation that the dominance of the KMT discouraged competition by candidates representing smaller, less well-organized groups.

**T**HE *News*, edited by Stanway Chang, who earned two degrees from the University of Missouri School of Journalism, emphasized that "free competition is the essence" of development of democracy and therefore must be encouraged.

As far as my reading went, the clearest expression of both KMT strength and a willingness to analyze the party objectively was an editorial in the *China Post* on May 7, 1956. (The *Post* is published by Nancy Yu-Huang, graduate of Columbia's Pulitzer School of Journalism.) The writer congratulated the Young China Party, one of the two minority parties, upon its "cease fire" ending an internal struggle. He also told approvingly that the party had announced its dual purpose of supporting the government in "the task of overthrowing the Red regime" while fostering "democratization of the Republic of China."

But the editorialist was pessimistic about immediate results in one aspect of the party's activity. "Any expectation," he wrote, "that the Young China Party or the Democratic Socialist Party can serve as an opposition party to the Kuomintang administration is a pipe dream under existing circumstances."

**H**E was not bitter, simply regretful. For he recognized that the pressures which had shaped the KMT from its birth had not been relieved. "All along," therefore, "the Kuomintang has been playing the role of a revolutionary party rather than a full-fledged political party in the Western sense." Further, in the writer's opinion, the belief that "we can go back to the mainland triumphantly . . . holds the Republic together today." For this and other reasons, chances for "a strong opposition party in Free China to push the country one step further to democracy . . . are slim."

There is, as I commented, no doubt about the power of the "ruling party" under the conditions of crisis, and no doubt that the crisis exists. The rulers of Red China's huge masses have

sworn to "liberate" Formosa, by war if necessary. Artillery duels around the offshore islands, and air and sea engagements in Formosa Strait are not uncommon. The hope of returning triumphantly to the mainland is warm in the hearts of all the two million exiles. Military power is one of the most easily observable aspects of life on the island.

But these facts should not lead Americans to view "Free China" as a false front concealing an iron police state and a reign of dictatorial terror. If the latter existed, a magazine such as *Free China Fortnightly* would not. This periodical probably leads in forthright criticism of government policies. In one article, for example, *Free China* declared that the government was "narrow-mindedly" advancing yes-men and penalizing officials who held fast to their opinions. In another, it caustically criticized Premier O. K. Yui for an utterance which appeared to the writer to be an attempt to shield "dawdling and incompetent" officials.

**T**HE considerable freedom which exists is indicated not only by published material but by effects of discussion. On several occasions in the last two years decisions by legislative

or executive bodies have encountered such vociferous objections that they have been permitted to die unenforced, or have been rescinded. A Finance Ministry order requiring banks to provide names and addresses of depositors for income tax purposes aroused such loud resentment in print and conference that the government dropped the matter. A curfew edict with some justification in military security and the "austerity program" also died—not quietly but to the accompaniment of popular resentment. An ordinance to reduce the smoke nuisance by forbidding the burning of soft coal in Taipei was found impracticable for the poor and hence was permitted to expire painlessly.

**I**N reporting and commenting on court cases, Chinese newspapers appear to have even more freedom than their American counterparts. One reason seems to be this: The principle that the accused should be regarded as innocent until proved guilty is not well established in China. Indeed, the opposite view is widely held. Consequently as soon as a complaint is filed or an arrest is made, at least some newspapers customarily refer to the accused as "the

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The quiet and symbolic beauty of this oriental triple-towered pagoda at Tainan, Formosa suggests nothing of the revolutionary social influences and changes taking place around it in a period of sustained civil crisis.



Dreaming of winding up your journalistic career 'retiring' with your own weekly? There's wisdom in the suggestion that you

## Make the Weekly Paper The Start, Not the Finish

By EDMUND C. ARNOLD

"SOMEDAY I'm going to retire from this daily grind, buy a nice weekly newspaper and relax." Anyone who's been around a newsroom much could accumulate almost enough to retire on if he collected a nickel every time he's heard that Great American Dream expressed.

It would be a lot more practical if American newspapermen planned their careers so they'd start out in the weekly field.

The weekly offers the most useful training for a cub. It gives him a broad background before he narrows down into the specialty that the daily demands of its staffers.

On a weekly, a reporter covers every kind of story, from an elementary school pageant to circuit court proceedings to interviewing the Governor. Contrast this to the metropolitan reporter who covers the police beat from college until his Social Security comes 'round. Throw an assignment on the city council to him and he's as uncomfortable as a short-stop moved to the outfield. Sure, he can do the job; but it comes much harder.

THE artificial barriers of departments do not exist on a weekly newspaper. On a met daily, there is not only a sizeable geographic division between departments, there is an even greater mental chasm. I have met reporters who didn't have the slightest idea what happened to their stories after they went to the Linotype. Makeup and stereotyping were just words. When, because the weather was bad and the circulation manager feared for his truck and train schedules, press time had to be advanced, the editorial department groaned and gave up those minutes only grudgingly. If the pressroom was having inking troubles, the photographers refused to recognize that they might alleviate some of the pain by making their glossies in a slightly different tone.

The commendable independence of the editorial department from the advertising department has often been abused. Instead of waving the editorial flag, the editor and reporter often can achieve the same end more diplomatically and save their space salesmen a lot of aspirin.

On a weekly the reporter can conduct his own column. He can write editorials. He can develop his own ideas; in fact he has to, there is no minutely-detailed future book or an editor who has the time to do all the skullwork for his abbreviated staff. The reporter often has a chance at one of the most interesting and fascinating jobs on a newspaper, making up a page right on the stone.

GRANTED that a reporter on a big daily need not know the processes of setting type to cover the General Assembly of United Nations. Granted, too, that the complications of ABC accounting in the circulation department make little contribution to the ability to write a good football story. We insist that an ophthalmologist know about the human digestive system even though his daily work is conducted well north of the beginning of the alimentary canal.

A newspaper is a complex organism, no part of which can be entirely independent of any other. The newspaperman who has the best general knowledge of the intricacies of producing a daily paper is best qualified to carry out any specialized task within the broad framework.

A myth well worth scotching is that standards are so low on a weekly that training there is inferior. There are still a few weeklies that fill their columns with handouts from the state highway department, a few Mrs. Jones-called-on-Mrs. Smiths and the Methodist church program. But they are mighty few . . . and the mortality rate grows apace.

The more typical weekly is well written, well laid out and well illus-



Edmund C. Arnold, a man well-known to newspaper men who take their typography seriously and to weekly editors and publishers, points up the advantages of working on a weekly for more rounded experience.

trated. It has to be. Its readers subscribe to metropolitan dailies and magazines from pulp to slick and grow accustomed to those criteria. Competition for the reader's time is keen, not only from printed media but from radio, TV and the multitudinous lures for leisure time. To hold its own the weekly must maintain quality of news coverage, writing and typography.

The weekly reporter is not a rural bumpkin who need only to know the difference between a Holstein and a Guernsey. Even the smallest community has had to issue bonds for new pavement and sewage disposal plants. The sums maybe are not as large as those of a city, but the principles of finance are identical. Sound knowledge of governmental structure, court procedure, tax determination are as essential in covering a village as a metropolis. Government is coming closer every day to every citizen and the weekly covers basically the same stories as its big-city cousin. Even crime, alas, is becoming so prevalent in small towns that no longer is the weekly reporter a rarity because he has covered a murder trial.

THE weekly reporter quickly learns the importance of deadlines. Just because the paper comes out once in-

stead of seven time a week doesn't mean that the pace is leisurely. Deadlines are just as tight as on a daily. Failure to meet them is more disastrous on a weekly, too. There just isn't enough man- or machine-power to take up any slack. You can't snip a late story into short takes when there's just one Linotype setting news. You can't rev up the presses to compensate for late forms when you print on a flatbed. You make those deadlines or else. And that "else" is as unpleasant on the *Hometown Gazette* as it is on the *New York Times*.

**T**HE weekly reporter trains under competent editors. Weekly publishers and editors number more college-trained men every year. Press association clinics and meetings are attended by a high percentage of weekly men . . . and they're a hard-working bunch. Go to a typical weekly convention and you'll find the liquor-population ratio is mighty low; the participants are too busy learning new techniques and polishing off old ones to dally long with the redeye.

More important, the weekly reporter learns personal responsibility. The

people he writes about and those who read his stuff are personal acquaintances if not friends. They hold him responsible for accuracy. Even if he can defend a story by semantics, the readers insist that the story be true by the harder-to-define standards of attitude, tone and the stuff between the lines. The weekly man cannot seek refuge in the anonymity of a great, impersonal institution.

Most important, the weekly reporter learns personal courage. Sure, it takes guts to chase a fire engine through city traffic or to hang from a ledge to shoot a picture of the blaze. But it takes even more courage to write a complete story of a village audit if the treasurer is a fishing buddy. It takes courage to run the story if a drunk driver is your paper's biggest advertiser. A weekly paper is often a hot crucible; but integrity can quickly be burned free of dross.

I don't for a moment suggest that cubs can't, and don't, get good training in big news rooms. But I do know that if my son inherits affinity to printer's ink I want him to break in on a weekly.

## Formosan Press Has Controls, But Is Winning Freedom

(Continued from page 16)

culprit," "the thief," "the murderer," or whatever may fit the case. Reporting of cases in the trial stage very often follow a similar pattern. A top government information expert told me that judges (there are no jury trials) sometimes fear to decide cases contrary to the public sentiment thus created against a defendant.

**C**RITICISM of court cases during trials may be motivated partly by the journalists' desire to prove courage in exercising a disputed liberty which has not long been theirs. An editorialist in *Chung Hua Jih Pao* expressed this belief as follows:

"Ever since *Ta Kung Pao* in Chungking made a precedent several years ago, the Chinese press has had a wrong idea regarding the moral obligation of a newspaper. It is believed proper and even an act of bravery for a newspaper to criticize a legal case while it is being tried. The motive in so doing may be out of a sense of righteousness and therefore justifiable. But technically speaking, such a practice is undesirable in a country governed by law. We are a democratic country. It is up to the

court to decide in a legal case, and the press has no right to interfere."

**A** SECOND field in which Chinese publications enjoy freedom, even license, is in the invasion of privacy and attacks on character. To be fair, I should admit the large daily papers desire to avoid such encroachments on individual liberty. But certain sensational little magazines take advantage of libel law inadequacies to damage reputation and cause mental suffering. For larger profits the publishers of these "mosquitoes" sometimes go into extortion and blackmail of men of means as the recent *Min Chung Weekly* and other cases have revealed.

Chinese publication and communication law is in a phase somewhat resembling that of American law a decade after our constitution was adopted. In shaping statutes and establishing press traditions, the Republic has much to do in this transitional period. American and Chinese liberal influences toward a free press and other instruments of democracy are strong. They could be exerted more effectively, of course, if the sus-

tained civil crisis did not exist and if Red China did not present to the National government both a towering menace and an unremitting obligation.

**T**HE revolutionary period still continues. The stages of military activity and "political tutelage" continue, mingled by hot and cold war. Liberals often grow impatient that the expected phase of popular representative government on the lines of a Western democracy has not been fully entered. Nevertheless, the values of the democratic ideal are placed at the top of the scale, actually by many and at least ostensibly by the others. From our viewpoint, the situation promises more hope of a peace-loving and liberal leadership than would a denial of this ideal.

### Photo Credits

Page 8: United Press photo by Jerry McNeill

Page 9: Tornado picture by Bill Winfrey, *Dallas Morning News*; mobile unit photo by Bill Burkett, *Commercial Photographers, Inc.*, Dallas

Page 31: American Broadcasting Company

Page 33: San Diego Union

## IMAGINE ME EARNING \$15,000!

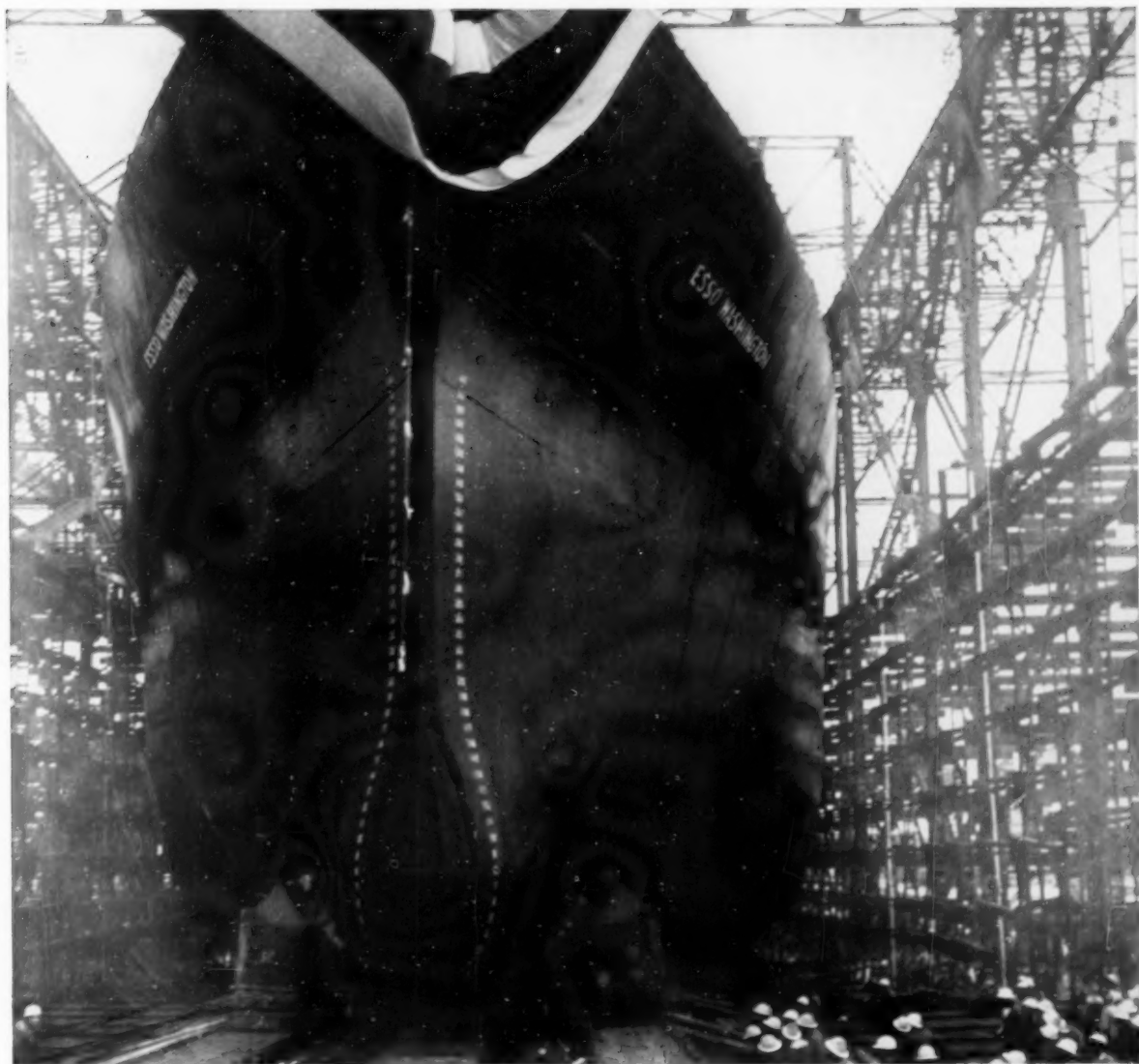
By a Wall Street Journal  
Subscriber

I remember when I was earning \$100 a week. I felt good about it. I dreamed that some day I might earn \$10,000 a year. But it seemed remote.

Then came the flood of rising prices and rising taxes. I had to do something to keep my head above water. One thing I did was to subscribe to *The Wall Street Journal*. It was a life preserver! It told me things to do to win advancement, to protect my interests and to increase my income. Last year I hit a new high. Just the other day I said to my wife, "Imagine me earning \$15,000!"

This story is typical. *The Journal* is a wonderful aid to men making \$7,000 to \$20,000 a year. To assure speedy delivery to you anywhere in the U.S., *The Journal* is printed daily in five cities—New York, Washington, Chicago, Dallas and San Francisco.

*The Wall Street Journal* has the largest staff of writers on business and finance. It costs \$20 a year, but in order to acquaint you with *The Journal*, we make this offer: You can get a Trial Subscription for 3 months for \$6. Just send this ad with check for \$6. Or tell us to bill you. Address: *The Wall Street Journal*, 44 Broad St., New York 4, N. Y. QM-6



## 13 MILLION GALLONS BIG...BUT JUST A DROP IN THE BUCKET

The ESSO WASHINGTON is the newest of the 110 ocean-going tankers in the Esso fleets. She can carry 13 million gallons of oil. But that's just a drop in the bucket compared with the 40 billion gallons that Jersey Standard affiliates delivered to customers last year.

As economies expand... as populations grow... as people live better, oil must provide more energy to power factories, to drive ships and planes and motor vehicles, to heat and light homes and offices. Last year we supplied more than twice the oil we did ten years ago. This year our customers will need still more.

It's a big job... and it requires vast amounts of costly equipment. As our Annual Report points out, we spent \$1,083,000,000 last year searching for oil and gas and paying for such things as tankers, pipelines and refineries. And in 1957, we plan to spend another \$1,250,000,000 to find, produce and deliver the oil people will

be needing tomorrow... and ten and twenty years from now.

Because Jersey Standard is willing and able to make such investments and because our operations are efficient, we make a profit. In 1956 it was \$808,535,000. About half of it went back into the business to help pay for the new facilities.

Our successful year was good news for the 403,000 shareholders who own the company... they got dividends of \$2.10 per share on the money they invested.

It was good news for our 156,000 employees... whose wages and benefits came to \$906,000,000.

It was good news for governments. Operating and income taxes, import duties, con-

sumer taxes and other payments from our operations brought to the United States and other governments a record \$2,171,000,000. That was five times the dividends to shareholders, more than double the payroll and benefits to employees.

Best of all, our operations were good news for the people of the free world, who rely heavily on the energy of oil for their economic and social progress.

In this, our 75th anniversary year, we intend to continue our efforts to remain successful, profitable and growing, in order to serve people well.

If you would like a copy of our 1956 Annual Report, write us at Room 1626, 30 Rockefeller Plaza, New York 20, N. Y.



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OUR APPRECIATION TO  
**SIGMA DELTA CHI**  
 FOR ITS RECOGNITION  
 OF TELEVISION AS A  
 MATURE INSTRUMENT  
 OF JOURNALISM, AND  
 FOR THE HONOR IT HAS  
 BESTOWED ON KPIX.



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# Distinguished Service in Journalism Earns 18 Sigma Delta Chi Awards

**S**IGMA Delta Chi's awards for "distinguished service in journalism" in 1956 were given this year to fourteen individuals, a newspaper, a magazine, a television station and a radio network. The coveted bronze medallions, recognized as top accolades in their field, were presented at the professional journalistic fraternity's annual awards banquet in New York City on May 16 by Sol Taishoff, president of Sigma Delta Chi and editor and publisher of *Broadcasting-Telecasting* magazine.

The awards, covering fifteen categories of the press, radio, television and research, have been made annually since 1932 and are among the oldest in journalism. Nominations for the awards were made by individuals, newspapers, magazines, radio and television stations and networks, schools of journalism, civic organizations and members of various chapters of the fraternity. Fifty-nine journalists and distinguished citizens participated in evaluating the entries and selecting the winners.

Outstanding among this year's winners is Herbert Block, editorial cartoonist for the *Washington Post* and *Times Herald* and the *Hall Syndicate*. Known to his readers as Herblock, he won the award for editorial cartooning for the fourth time this year, having been selected previously for this distinction by Sigma Delta Chi in 1948, 1949 and 1952. His cartoons have also won Pulitzer prizes in 1942 and 1954, and the Heywood Broun award in 1950. In 1953 he was given the Sidney Hillman award for a non-fiction book.

**B**ORN in Chicago, he attended Lake Forest College and the Chicago Art Institute, before joining the staff of the *Chicago Daily News* in 1929. In 1933 he went with the NEA Service in Cleveland. During World War II he served in the Army where his bold style decorated many Army clip-sheets.

On his return from service he joined the *Washington Post*. His cartoons are now syndicated in more than 160 newspapers and appear occasionally in the *London Times* and the *Economist*. In 1950 the State Department distributed more than a million copies of a booklet of his cartoons overseas. It was entitled "Herblock Looks at

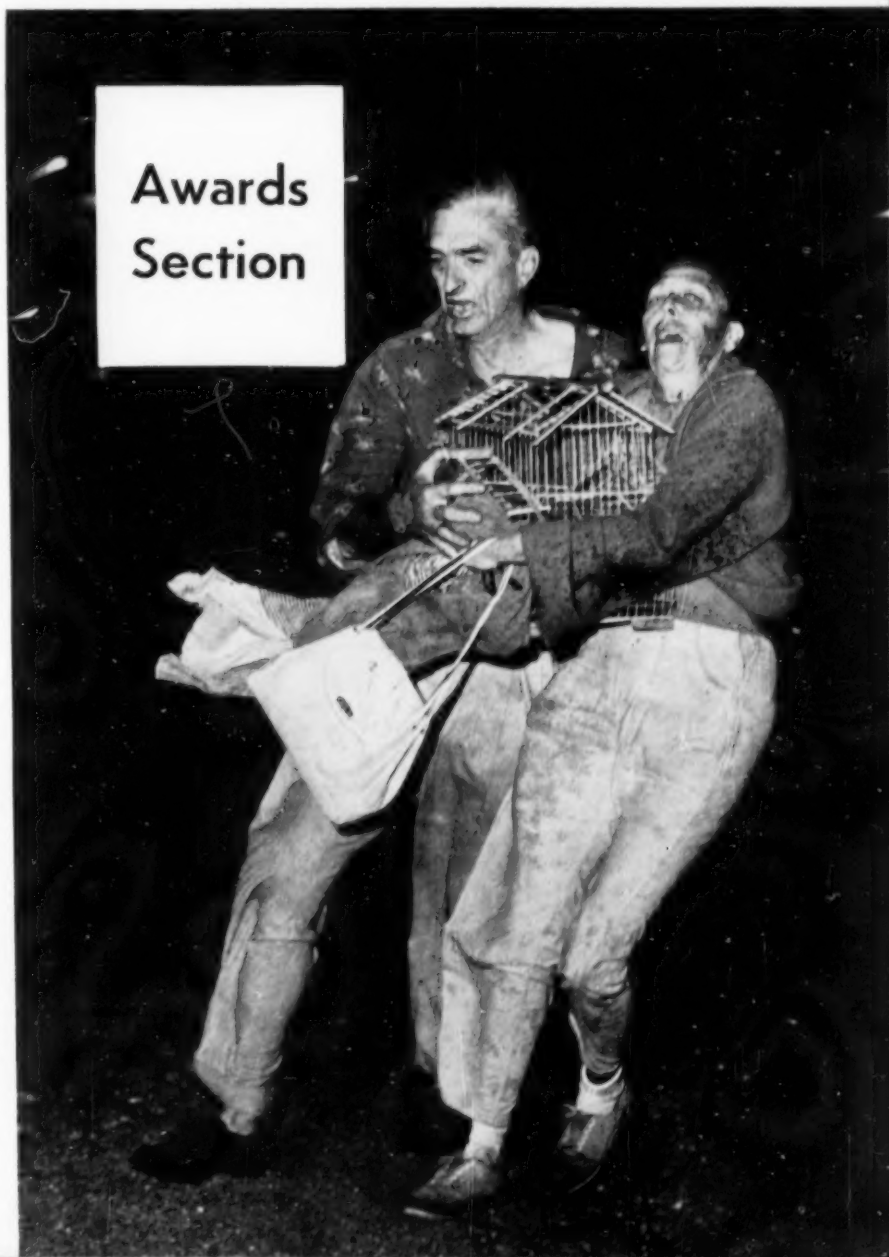
Communism" and was translated into many languages.

**T**HE citation accompanying the award reads: "In hard-hitting pen strokes, Herblock depicts the people's right to know about their government as a ball is being tossed back and forth by a bunch of bully-sized gov-

ernment agencies to confuse, not enlighten the public. His winning cartoon captures the essence of what is happening to freedom of information at the public's expense. Mr. Block takes an idea on which millions of words have been written and spoken and reduces it to a skillful cartoon which entices with humor, then de-

The impact and story-telling quality of this dramatic picture, "Escape," from California's brush fires last December, earned Dan Tompkins, Santa Monica, California, *Evening Outlook* staff photographer, the Sigma Delta Chi award for the best news picture of the year.

## Awards Section





**TV Reporting**—Jerry Schwartzkopff, with camera, and Ernest Leiser, below, of Columbia Broadcasting System.



**Foreign Correspondence**—Russell Jones, United Press.



**Editorial Writing**—Sylvan Meyer, *The Daily Times*, Gainesville, Georgia.



livers its important message with impact."

The winning cartoon is reproduced on the cover of this issue of *THE QUILL*.

A news story still focused in the national spotlight won for the Portland, Ore., *Oregonian* the award for distinguished public service in newspaper journalism. It was the enterprise of the staff of this newspaper which uncovered the story of labor union bossism and its links with the underworld that led to the Senate inquiry into labor racketeering.

**T**HE citation for this award pointed out that "the *Oregonian*, starting from a chance interview with a racketeer, developed a monumental series of stories, backed by trenchant editorials, that demonstrated how the tentacles of union bossism and vice had tried to reach into almost every department of state and city government. The campaign was prosecuted vigorously and thoroughly in the face

of a variety of threats, economic and physical. The first results were written in indictments in the local field against union officials and public officeholders. Then it moved into the national scene by prompting a Senate inquiry into labor racketeering."

**I**N the magazine field, the award for public service in magazine journalism went to *Life* magazine for its provocative series of articles titled "The Background of Segregation." Commenting on the series, the judges said:

"*Life* magazine has given an extremely fair and thoroughly readable treatment to possibly the most important problem of this world's age—segregation. *Life* has used the great resources at its disposal as effectively as is possible. A series on a controversial subject ideally should give objective treatment, be readable and interesting, and point toward a solution to the problem. *Life* has done this in a memorable way and demonstrated courage in the doing, for there are bitterly prejudiced persons on both sides of the question. This is an ideal end result of the picture-journalism for which *Life* is famous. The editors' expressed goal was 'to provide light rather than heat for a problem where there was too much heat and too little light.' This *Life* has done."

For its news programs, "The World at Large," the Columbia Broadcasting Radio Network won the Sigma Delta Chi award for distinguished public service in radio journalism. In evaluating the winning programs, the judges pointed out that "Voices and events, personalities and issues, presented daily from all parts of the

world, took the American listeners unusually close to current world affairs. The entire series of outstanding reporting and commentary constituted imaginative leadership and intelligent enterprise in radio journalism."

The award for distinguished service in the field of public service in television journalism was given to Station KPIX in San Francisco, for its effective presentation of a common problem of metropolitan areas—traffic congestion—in a series of programs titled, "Decision or Dilemma." The citation accompanying the award stated:

"Uncommonly effective in the factual examination of an all-too-common metropolitan traffic ailment, the presentation persuasively offered a rapid transit remedy supported by expert advice, sound economic reasoning and official authority. In pointing up a possible answer to one of the most troublesome questions confronting the San Francisco Bay area, it demonstrated at the same time the need for equal public spirit, vision and enterprise in many another city and, indeed, on a national scale."

**J**UST as the issue of segregation loomed large in the news in 1956, so it played an important part in the individual contributions singled out by Sigma Delta Chi in this year's awards. The award for distinguished service in the field of general reporting was made to Alfred Kuettner, bureau manager for the *United Press* at Atlanta, Ga., for his searching and comprehensive analysis of the reaction of Southerners to the desegregation order of the United States Supreme Court.



**Radio News Writing**—Howard K. Smith, chief Columbia Broadcasting Company European news staff.



**Television Reporting**—Julian B. Hoshal, above, and Dick Hance, right with camera, of KSTP-TV, Minneapolis-St. Paul.



Having lived all of his life in the South, Kuettner was able to report the impact of this controversial issue from a background of knowledge and understanding. Born in Atlanta, he attended the University of Georgia and began his newspaper career on a Georgia weekly. Before joining the *United Press* he held newspaper jobs in Birmingham and Memphis. He is a member of Sigma Delta Chi.

**T**HE citation accompanying his award read:

"Writing under widely separated datelines, Mr. Kuettner revealed the sentiment of all classes of both races. As a result, his clear, crisp writing displayed depth of perception and a remarkable degree of objectivity on what has probably been the major emotional issue of the generation."

Another native of Georgia, Sylvan Meyer, editor of the *Daily Times* of Gainesville, Ga., won the award for distinguished service in the field of editorial writing for his editorials urging moderation in dealing with the segregation issue.

Meyer, who is now 35, joined the *Times* early in 1947, just four days before its first issue appeared. He was appointed managing editor later that year and became editor in 1950. Shortly thereafter he was awarded a Nieman Fellowship and studied at Harvard under that grant in 1950-51, specializing in city and regional planning.

**B**ORN in Atlanta, he was graduated from the University of North Carolina, where he was managing editor of the student daily newspaper

and editor of the college magazine. He served three and a half years in the Navy during World War II, twenty-six months overseas as an officer on a destroyer. His previous newspaper experience includes a stint as police reporter for the *Atlanta Journal*. He is a member of Sigma Delta Chi.

The judges in their citation said: "Sylvan Meyer's editorials on moderation in dealing with the race situation in the South represented a beacon around which thoughtful men could rally. His position was a delicate and courageous one in a region where feelings were intense, and it called for a high degree of responsibility on the part of the press as reflected in



**General Reporting**—Alfred Kuettner, *United Press*, Atlanta, Georgia.

its editorial pages. His editorials were readable and effective, and dealt with a subject of greatest interest in his area."

The award for distinguished service in the field of Washington correspondence was also made for stories dealing with the problem of integration. It went to Ben Price, a member of the Washington bureau of the *Associated Press*, and it was made for his study of the effects of the Supreme Court's order to integrate the public schools. Price, who was born in Alabama, went back to the South to cover this story of turmoil. His work was praised, not only by Northern editors, but by Southern newspapers as well. The citation for this award said:

"Mr. Price has produced a well-rounded, penetrating and objective study of one of the nation's most acute problems—racial integration. His articles reflect extensive interviewing and a sound and dispassionate interpretation of his material. This series is a splendid contribution to a better public understanding of a national complex issue."

**A** VETERAN foreign correspondent, Russell Jones of the *United Press*, received the award for distinguished service in the field of foreign correspondence for his dramatic stories of the Hungarian revolt. He comes of a newspaper family. His father is an editor of the St. Paul, Minn., *Dispatch* and his mother and brother are also in newspaper work. Born in Minneapolis in 1918, he worked for the Stillwater, Minn., *Post* and the St. Paul





## *and the giant punch board*

This is a nuclear reactor. And neutrons from the tons of pure uranium metal inserted in these holes produce radioisotopes—the strange and wonderful prizes of the atomic age.

While these man-made radioactive materials have been available for only a short time in commercial quantities, they have already found a wide range of uses—in industry, in agriculture and in medicine where radioisotopes have practically replaced radium in the treatment of cancer.

Every day new uses are being found for uranium in nuclear power developments. To meet these present and future needs, Anaconda has developed reserves of millions of tons of uranium ore. These reserves, together with new ore processing methods pioneered

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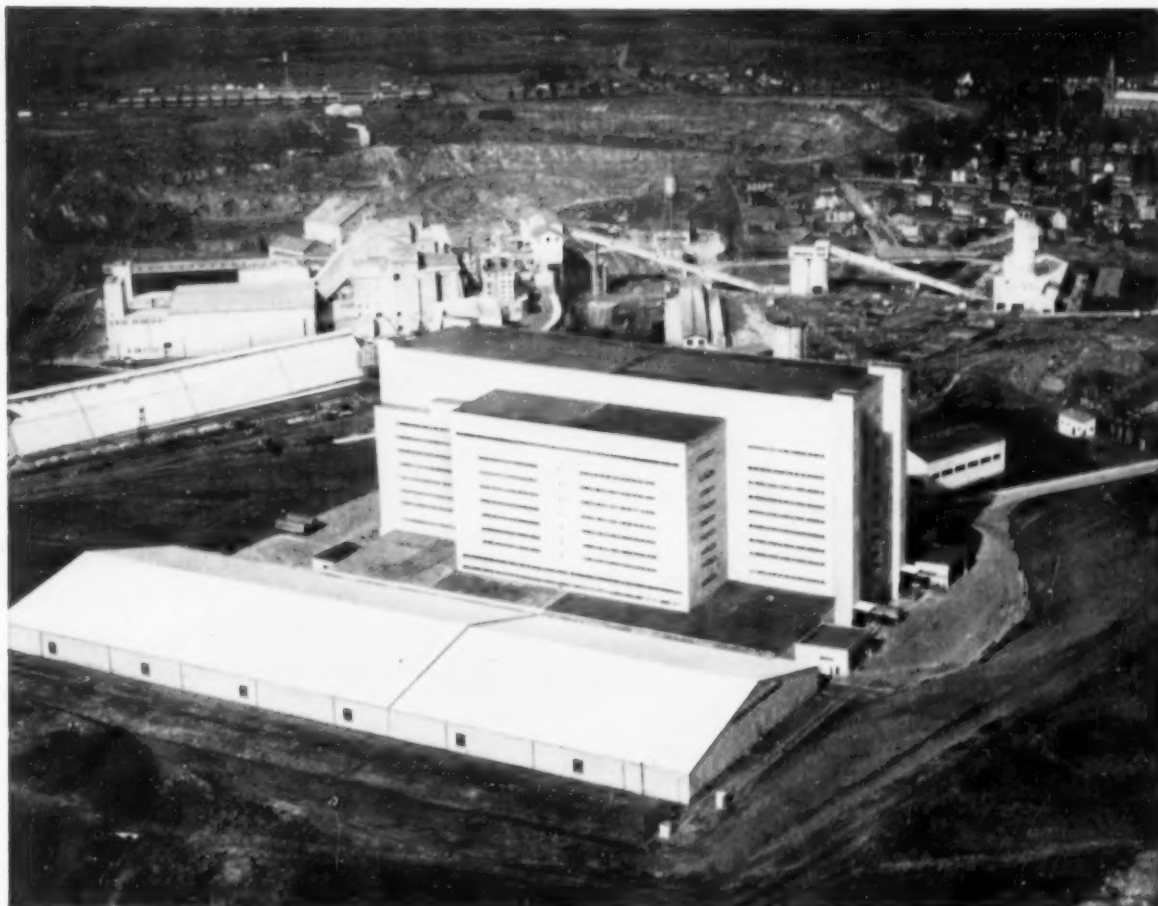
Anaconda's role in nuclear energy is typical of the way in which its extensive line of non-ferrous metals and metal products—the broadest combination offered industry today—is contributing to America's growth and progress.

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**IN QUEBEC** — Johns-Manville's new asbestos fibre mill at Asbestos, Quebec, was the world's largest when only *half* completed! Now it is in full operation, but *additional* capacity will soon be added!

### *Highlights*

#### CAPITAL EXPENDITURES

Since World War II—\$190 million. Capital expenditures in 1957 are expected to come to about \$35 million.

#### SALES

In 1954 sales of J-M's more than 400 product lines totalled \$253 million—in 1955 \$285 million—and in 1956 sales increased to \$310 million.

#### EARNINGS

Net earnings after taxes have increased from \$16.7 million in 1954 to \$23.5 million in 1955 and to \$25 million in 1956.

**ELSEWHERE** — Johns-Manville's long-range program of expansion saw last year the completion of

A NEW ASPHALT ROOFING PLANT  
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TWO NEW TRANSITE® (ASBESTOS-CEMENT) PIPE PLANTS  
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AND RUBBER PRODUCTS

*All these projects in the United States and Canada will represent an investment of \$85 million.*

## Johns-Manville

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*Dispatch*, before going overseas with the U. S. Army in 1942. After a year in the infantry, he helped establish the European edition of *Stars and Stripes* and was a combat correspondent in England, North Africa, France, Belgium and Germany.

He joined the *United Press* in 1949, going first to London, then to Prague and later to Frankfurt. The citation accompanying his award read:

"Russell Jones was among the able American reporters who covered the story of the Hungarian revolt and its consequences. He brought to readers a feeling of being on the spot at one of the greatest crises of history. In gathering and filing his material under constant pressure of deadlines, he faced great personal danger and unimaginable adversity, yet his dispatches were models of clarity, dramatic impact and completeness. His personal interpretation, written after his escape from Hungary, gave readers a new perspective from which to assess the ultimate significance of the events."

California's brush fires last December provided the opportunity for a striking picture of a natural disaster and an award for distinguished service in the field of news photography for Dan Tompkins, a staff photographer for the Santa Monica, Calif., *Evening Outlook*. Winning awards is an old habit for Tompkins. In 1955 he won the California Newspaper Publishers Association award for the best spot news picture of the year, and he was instrumental in his newspaper's winning the California Associated Press

**Radio Reporting—Edward (Johnny) Green, Station KPHO, Phoenix, Arizona.**



**Research About Journalism—Theodore B. Peterson, University of Illinois School of Journalism and Communications.**

News Executive Council award the same year for outstanding photo co-operation.

**B**ORN in Indiana, he was graduated from the Santa Monica High School in 1943 and served for three years in the U. S. Navy, with sixteen months spent in the South Pacific. In 1948 he was graduated from Santa Monica City College and later he studied photography at the Santa Monica Technical School. He joined the staff of the *Outlook* in 1953. The citation for his award said:

"With his striking picture, 'Escape,' Mr. Tompkins dramatized coverage of a natural disaster—the California brush fires in December, 1956—with a compelling view of the disaster's impact on the individual. In so doing, he demonstrated marked qualities of alert news recognition and technical competence, for the violent and hazardous conditions, which are the essence of the picture, provided also formidable difficulties for the photographer."

**T**IME spent in research in mental institutions and prisons has paid off in awards to John Bartlow Martin, of Highland Park, Ill. Sigma Delta Chi named him this year for distinguished service in the field of magazine reporting for his series of articles on mental health, titled, "Inside the Asylum," which appeared in the *Saturday Evening Post* in October and November of last year. He is the first writer ever to win two Benjamin Franklin awards,



**Washington Correspondence—Bem Price, The Associated Press, Washington, D. C.**

in 1953 and 1955, given in the field of magazine reporting by the University of Illinois.

Born in Hamilton, Ohio, he was graduated from DePauw University in 1937, after having interrupted his college career to work for the *Associated Press* for a year and a half. He worked for the Indianapolis, Ind., *Star* until 1938, when he went to Chicago to freelance. With the exception of a two-year hitch in the Army's Criminal Investigation Division, he has been freelancing ever since. In addition to his magazine articles, he has written several regional books and contributed to a number of anthologies. His citation read:

**M**R. Martin has been able to make meaningful for Americans the magnitude of one of their greatest social problems—mental illness—and has described with dignity and insight its impact upon its victims and its demands upon the American community. He has mastered intricate personal, medical and institutional detail without succumbing to technical jargon or losing sight of human values. Above all, he has painted a picture of hope and encouragement in the midst of despair."

Since 1946 Howard K. Smith has been chief of the *Columbia Broadcasting Company's* European news staff. His long foreign experience undoubtedly helped him win Sigma Delta Chi's award for distinguished service in the field of radio news writing for his reports from England during the Suez crisis.

## what they did

In Budapest during the bleak and bloody month of November, *Russell Jones* was the only U.S. newsman on the scene. He was there when the Russian tanks rolled in to crush the Hungarian revolt, and did not leave until the Red puppet government expelled him early in December. Thereafter from London, and free of censorship, he filed additional dispatches to complete his historic report.



For Foreign  
Correspondence



Russell Jones



United Press



For General  
Reporting



Alfred Kuettner



United Press

Early in 1956 *Alfred Kuettner* undertook a tour of the areas of the South where integration was a problem. Over a period of three weeks he traveled 3600 miles through Georgia, Alabama, Mississippi, Louisiana, North and South Carolina and Virginia. He talked with governors and Negroes, with workers, religious leaders and town officials. What he saw and heard he reported in a series of news stories front-paged and featured throughout the country.

**United Press**  
THE 3-FOR-1 SERVICE

World Coverage  
Big By-line Features  
Regional News



**S**MITH is a native of Louisiana and was graduated from Tulane University in 1936. The following year he was given a Rhodes Scholarship. On the day war broke out in 1939, he joined the London bureau of the *United Press*. Later he went to Copenhagen and finally to Berlin for the *UP*. Early in 1941 he became the Berlin correspondent for *CBS* and wrote his best-seller "Last Train From Berlin," which was published the following year. In 1942 he was assigned to Bern, Switzerland and subsequently covered the Western front. He represented all the American networks in Berlin at the final surrender of the Germans in 1945.

The citation accompanying his award read:

"At a time when Americans were in need of facts and understanding, Howard K. Smith illuminated one of the world's more crucial moments with perceptive and analytical reporting. His account of events in Britain during the withdrawal from the Suez Canal Zone captured the pathos of a proud nation retreating, the intricacies of parliamentary dissension, and the bitterness of a nation split within itself and from its traditional ally. By using careful, uncolored language, Mr. Smith captured the excitement and the tragedy of a momentous period in history. He reported with insight and accuracy, in such a way as to reach the intellect and emotions of anyone who might have been listening that evening of December 9, 1956. For a significant contribution to the understanding by men of the world around him, and for a demonstration of high performance in news writing, Sigma Delta Chi presents its award for distinguished service in journalism to Howard K. Smith."

In the field of radio reporting the award this year went to Edward H. (Johnny) Green of Station *KPHO* in Phoenix, Ariz., for his coverage of the airplane disaster in the Grand Canyon. Known to the listeners of his station as "Johnny" Green, he is now news director of *KPHO*, having risen to that post after serving as a staff announcer and program director. He was born in Iowa and worked for the Abbott Laboratories in Chicago after his graduation from high school. His first radio experience was with Station *KVFD* in Fort Dodge, Iowa.

The citation for his award pointed out that:

"Johnny Green's outstanding coverage of the Grand Canyon air disaster, June 30, 1956, which claimed 128 lives, is a dramatic example of on-the-spot

radio reporting at great personal risk. Mr. Green was on the scene for every development from the first sighting of wreckage to the bringing up of the first plane load of bodies from the floor of the canyon by helicopter. His words were concise, his grasp of the overall picture dramatic. He interviewed the rescue leaders, airline officials, the coroner—all the persons who could help him tell the tragic story in words. He flew through treacherous air currents over the site for parts of his story. His radio reporting of this worst commercial air disaster in history was complete, colorful and virtually continuous for a forty-eight hour period."

Four persons shared the award for distinguished service in the field of television reporting. Duplicate awards were made when the judges found that the work of these newsmen was of such equal merit that it was impossible to select one winner. One of the duplicate awards went to Gerhard Schwartzkopff and Ernest Leiser of the *Columbia Broadcasting Company*, for their coverage of the Hungarian rebellion. The other award was given to Julian B. Hoshal and Dick Hance of Station *KSTP-TV* of Minneapolis, Minn., for the story of the crash of a Marine Corps jet fighter which killed ten persons.

Leiser and Schwartzkopff are *CBS* staffers in Germany. Leiser, who joined the network in 1953, is a staff correspondent in Bonn. He served in World War II as a French interpreter for the U. S. Military Intelligence and later as a combat correspondent for the *Stars and Stripes*. Schwartzkopff was born in Germany and served in the German Army. After the war he attended school at Frankfurt and in 1947 he joined *CBS* as a cameraman. During the last four years he has covered stories all over central Europe and the Balkans and has been in Russia and Poland on special assignments.

Their citation read:

**"M**R. SCHWARTZKOPFF slipped into Budapest in October, 1956 to film the height of the Hungarian rebellion against Soviet and secret police rule. He crouched beside rebel fighters in the thick of the battle to produce one of the finest films of actual battle made in years. Of five motion picture cameramen on the scene, two were wounded, one fatally. His photography was combined with Mr. Leiser's taut, low-pitched narrative to produce a masterpiece worthy of their courage, skill and intelligent reporting."

Hoshal, who is news director of Station *KSTP* and *KSTP-TV*, was born in South Dakota and holds B.A. and M.A. degrees from the University of Minnesota. During World War II he served as a pilot in the Air Force. He is a member of Sigma Delta Chi. Hance, photo director of the station, is a Texan and a graduate of the University of Minnesota in electrical engineering. During the war he served as a combat newsreel cameraman and covered eight campaigns in the Pacific. He joined the staff of *KSTP-TV* in 1947.

Their citation read:

"When a Marine Air Reserve jet fighter plane careened into a row of homes, killing ten persons, destroying one home and setting fire to five others, the news and camera crews of *KSTP-TV* went into action swiftly and intelligently under the direction of News Director Julian Hoshal and Photo Director Dick Hance. Although they worked under extreme pressure, those crews produced a remarkably complete, dramatic and touching pictorial and verbal account of the tragedy that stunned a neighborhood and resulted in far-reaching changes in airport development plans in the area."

**S**IGMA Delta Chi's award for distinguished service in the field of research was made to Theodore B. Peterson of the University of Illinois for his book, recently reviewed in *THE QUILL*, "Magazines in the Twentieth Century."

Peterson began his newspaper career in Minnesota where he had edited two weekly newspapers before graduating from the University of Minnesota. He holds an M.A. degree from Kansas State College and a doctorate from the University of Illinois, where he is now on the faculty of the School of Journalism and Communications. After four and a half years in the armed services, he served as head of the news bureau at Kansas State College and also taught some journalistic courses. He joined the faculty at the University of Illinois in 1948.

His citation read:

"Professor Peterson's book, *Magazines in the Twentieth Century*," contains an enormous amount of data, of which little was generally available to the usual reader. The book presents the results of intensive research in an understandable context and with sound conclusions. The work contributes significantly to our understanding of one of the major journalistic media."

# F-27

## A new report on A new number in the news

By Ralph G. Platt\*

Much that is newsworthy about the Fairchild F-27 has taken place since our last report to you on this promising, new propjet-powered transport aircraft. Its progress has been a constant source of good copy to large and small dailies, to syndicated columnists, and to general circulation and trade magazines. Here's a run-down on how the F-27 is shaping up for its roles in the new era of air transportation it will help to introduce.

Since editors and reporters live by the questions they ask and the answers they get, we'll give you the information in Q and A style.

**Q. Who's buying the F-27?**

**A.** Firm orders have been placed by Bonanza Air Lines, Frontier Airlines, Mackey Airlines, Piedmont Airlines, West Coast Airlines, Southwest Airways, Quebecair in Canada, Northern Consolidated Airlines in Alaska, Ecuador Airlines, and more than a dozen of the nation's largest corporations. Paper work on many other orders by air lines and corporations is in the mill.

**Q. How will the F-27 improve airline operations?**

**A.** The F-27 promises to reduce substantially the almost ruinous break-even levels of some of the present out-moded aircraft, by providing more revenue-producing seats at lower over-all operating costs. Its pressurized, air-conditioned, vibration-free, quiet cabin will usher in a new era of unsurpassed passenger comfort. And its high wing and large oval windows will provide the best, unobstructed view in the air.

**Q. What can the F-27 do for corporation aircraft users?**

**A.** It will give them the range, speed and comfort they need to reach destinations promptly and without fatigue. It will replace aircraft more costly to operate and more difficult to maintain at peak operating efficiency. Its excellent short-field capability will enable pilots in business and industry to deliver their executives to the many off-airways airports serving communities where plants and customers are located.

**Q. Is the F-27 being offered as a combination passenger-cargo aircraft?**

**A.** Yes. The planes now on the production line have cargo compartments fore and aft. Planes being

purchased for operations in Alaska and Canada will have enlarged forward cargo doors, 70" high x 90" long to accommodate heavier cargo loads.

**Q. What engine will power the F-27?**

**A.** The famous Rolls-Royce Dart propjet engine, which has proved its dependability, serviceability and long life in millions of miles of air passenger usage. The F-27 will carry two Darts, each geared to a 12-foot Rotol propeller.

**Q. What are performance figures for the F-27?**

**A.** Cruising speed, a conservative 280 m.p.h. Range (for corporation users) 2,250 miles. Landing distance at gross weight, 3,050 ft. Takeoff distance at gross weight, 3,680 ft. Rate of climb at sea level, 1,500 f.p.m. Single-engine rate of climb, 450 f.p.m. Stall speed at landing weight, 73 m.p.h.

**Q. When will the F-27 be certified by the Civil Aeronautics Administration?**

**A.** Soon. Type certification of the F-27 is proceeding on schedule. Certification is expected by July.

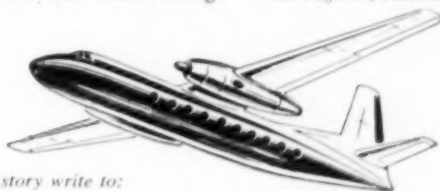
**Q. When does Fairchild plan to roll out its first F-27?**

**A.** Late in the fall of 1957.

**Q. Are we convinced this is still the "new champ" we said was shaping up down in Hagerstown, Maryland?**

**A.** Yes, with more emphasis.

\*Former aviation editor of the Cleveland News, former president, Aviation Writers Association, now editor of the Pegasus, Fairchild's company magazine.



If you'd like to have the full story write to:

William G. Key, Director of Public Relations, Fairchild Engine and Airplane Corporation, Hagerstown 15, Md.



Editorial Writing: Buford Boone, left, Tuscaloosa, Alabama, News.



Local Reporting (edition time not a factor): Wallace Turner, left, and William Lambert of the Portland Oregonian.



## Two Exposés Win Pulitzer Prizes

**T**HE Pulitzer Prize awards, announced on May 6, for notable service in 1956 went to two newspapers and nine individual newspapermen. The awards were the fortieth in the series started in 1917 under the will of the late Joseph Pulitzer, publisher of the St. Louis *Post-Dispatch* and the old New York *World*. Individuals received \$1,000 each, the newspapers a gold plaque.

The Chicago *Daily News* was cited for "determined and courageous public service in exposing a \$2,500,000 fraud centering in the office of the state auditor of Illinois," in winning the award for meritorious public service. The story of the work of ten members of the staff of the *Daily News*, headed by George Thiem, of its Springfield, Ill., bureau, was told in detail in last September's issue of *THE QUILL*. The *Daily News* has now won ten Pulitzer Prize awards.

The other newspaper honored was the Salt Lake City, Utah, *Tribune*, whose staff was praised by the judges for "prompt and efficient coverage" of the crash of two commercial airplanes in the Grand Canyon. "This was a team job that surmounted great difficulties in distance, time and terrain," the citation said. The award

was made for local coverage on edition time.

Two reporters for the Portland, Ore., *Oregonian*, Wallace Turner and



News Photography: Harry A. Trask, Boston Traveler.

William Lambert, won the award for notable reporting without the pressure of edition time, for their work in exposing labor racketeering and its links with vice in the Portland area. Each received \$1,000. The *Oregonian* received a Sigma Delta Chi award for the same series of stories.

Turner, who is 36, has been a reporter on the *Oregonian* for fourteen years. Lambert, 37, joined the newspaper's staff in 1951 after five years on other Oregon newspapers. The citation accompanying the award pointed out that they "fulfilled their assignments despite great handicaps and the risk of reprisals from lawless elements."

Russell Jones, of the *United Press*, who won Sigma Delta Chi's award for distinguished international reporting, also was honored by the Pulitzer award in the same field for his "excellent and sustained coverage of the Hungarian revolt."

The award for national reporting went to James Reston, head of the Washington Bureau of the New York *Times*. It was the second Pulitzer Prize award for Reston, who won an award in 1945 for national telegraphic reporting. The citation recognized his "distinguished national correspond-

(Turn to page 35)

## John Daly and Edward P. Morgan Win Peabody TV and Radio News Awards

**E**VIDENCE of the increasingly important part radio and television are playing in modern mass communications is that the 1957 George Foster Peabody Memorial Awards were chosen from the largest number of entries in the seventeen-year history of the awards. The winners were announced by Bennett Cerf, Peabody Board Chairman, at a luncheon of the Radio and Television Executives Society in New York on April 16.

Of the fifteen award categories, only four are directly aimed at commending outstanding journalistic effort, but elements of journalistic enterprise in informing the public and providing background and interpretation figured in the other selections.

The award for television news went to John Charles Daly and his associates in the *American Broadcasting Company* for their coverage of the national political conventions. Daly, ABC vice president in charge of news, special events, sports and public affairs, was the anchor man for the ABC convention team. He has been a Washington correspondent, a foreign correspondent and during World War II was a combat correspondent.

Born in Johannesburg, South Africa, Daly came to this country as a boy and attended Boston College. He joined the *Columbia Broadcasting Company* in 1937 and twelve years later shifted to ABC. He has held his present position since 1953. In 1955 he won the Sigma Delta Chi award for public service in television journalism and in 1954 he was chosen for the Peabody award for distinctive reporting and news commentary.

The citation termed the network's convention coverage "a perfect example of how an important news event should be brought home to a television audience."

**A**SPECIAL radio-television award was made to Jack Gould of the *New York Times* for "distinguished criticism, commentary and analysis."

The award for radio news went to Edward P. Morgan of ABC for his program, "Edward P. Morgan and the News." The citation mentioned the "skill and brilliance of its presentation" and said that Mr. Morgan "gives the news and his independent interpretations in accordance with the highest traditions of radio journalism."

Morgan began his career as a reporter for the *Seattle Star*. He was a *United Press* foreign correspondent nine years. From 1943 to 1946 he was a war correspondent for the *Chicago Daily News*.

The award for radio-television local-regional public service was presented to Station WOW of Omaha, Neb., for its series "Regimented Raindrops," which sought to solve the Midwest's water problem through community action. On-the-spot interviews, dramatic documentaries and a color film shown throughout the area were used in this radio-TV project.

*Columbia Broadcasting Company* won the award for television public service for its presentation of the hour-long visual report of the "World in Crisis." The citation for this award pointed out the geographic distances

involved, the short time of preparation and the "real risk of life and limb" in this reporting achievement. Cited specifically were Howard K. Smith, Winston Burdett, Ernest Leiser, Frank Donghi, Edward R. Murrow, Eric Sevareid, Larry LeSueur, and David Schoenbrun.

**T**HE special radio-television award for the promotion of international understanding went to the United Nations Radio and Television. The citation read: "For its objective and imaginative programming; and for its untiring and ingenious response during the Middle East and Hungarian crises to the requests of American broadcasters who have recognized the interest and inherent right of the public to be informed of the United Nations' efforts toward creating peace and international understanding."



John Charles Daly, left, and the way he and his American Broadcasting Company associates covered the national political conventions last year won the George Foster Peabody award for television news, 1956, while Edward P. Morgan, standing, and his "Edward P. Morgan and the News" ABC radio news program won the Peabody award for radio news, 1956.



# 1956 Prize Winners Listed

Information about awards in journalism and the names of winners announced between January, 1957, and June, 1957, are presented below. Save this copy of THE QUILL as a handy guide to journalistic competitions and achievement awards throughout the year. Winners listed in a special Awards Section in the January, 1957 issue of THE QUILL are not repeated here.

## Aviation

The Aviation Writing and Picture Competition, sponsored by Trans World Airlines, recognizes outstanding work in aviation journalism. Cash prizes—\$100 to the individual and additional \$100 to the sweepstakes winners—and plaques are awarded in five divisions with three categories in each, plus one additional for photography. Winning entries for 1956:

Newspaper open class: Richard Witkin, New York Times, for best aviation news reporting, sweepstakes winner; Francis P. Locke, Dayton Daily News, for best editorial; Jenkin Lloyd Jones, Tulsa Tribune, for best air travel reporting.

Newspaper selective class (under 75,000 circulation): Rube Samuels, Pasadena Star News, for best air travel reporting and sweepstakes winner; Erlyne King, "Kings Wings," Chicago, for best aviation news reporting; Frank M. Lockerby, Tacoma News Tribune, for best editorial.

General magazine class: John Bainbridge, New Yorker, best aviation personality story, sweepstakes winner; Richard Joseph, Esquire, best travel story; Theodore White Jr., Collier's, best aviation development.

Technical class: Joseph Murphy, American Aviation, best operations and engineering reporting, sweepstakes winner; Brenton Welling, Business Week, best business and financial story; Leonard Barnes, The Motor News, best travel development.

Photographic class: Lloyd Shearer, Parade, best color photograph, sweepstakes winner; Thel Burgert, Detroit News, best black and white photo in newspapers over 75,000; Dante Tranquille, Utica (N. Y.) Observer Dispatch, best black and white photo in newspapers under 75,000; Howard Lyon, Chicago Sun Times, best black and white in general interest magazine or Sunday newspaper magazine.

## Ayer Cup

Excellence in typography, make-up and printing wins for a newspaper each year the Ayer Cup, offered by N. W. Ayer & Son, Inc., West Washington Square, Philadelphia. Honorable mentions are made in three circulation classes and for outstanding tabloid format. Results of the 27th annual contest, announced April 12:

Ayer Cup for best of all classes: Goshen (Ind.) News, smallest paper to win the Ayer Cup (circulation 7,745).

## Honorable Mention:

More than 50,000 circulation: Louisville Courier-Journal, first; Philadelphia Inquirer, second; Christian Science Monitor, third.

Ten thousand to 50,000: Free Press, Colorado Springs, Colo., first; Burlington (Vt.) Free Press, second; Ponca City (Okla.) News, third.

Less than 10,000: Lock Haven (Pa.) Express, first; Gainesville (Ga.) Daily Times, second; Emporia (Kan.) Gazette, third.

Tabloid: Middleton (N. Y.) Record, sole honorable mention.

## Heywood Broun Award

The American Newspaper Guild, 99 University Place, New York, makes a single \$500 award annually for outstanding news reporting. The competition is open to any newsman in the United States or Canada, regardless of Guild affiliation. The award for 1956:

Wallace Turner and William Lambert, Portland (Ore.) Oregonian reporters, for a series of articles which led to the indictment of hoodlums, certain local teamsters union leaders and some public officials. Turner is the first repeat winner of the award. His first citation was in 1952.

Special Mention: George Thiem, Chicago Daily News, for uncovering the theft of \$2.5 million from the Illinois state treasury by State Auditor Orville E. Hodge.

Honorable Mentions: L. Edgar Prina, Washington Evening Star; Alvin Rosen-sweet, Pittsburgh Post-Gazette; and Martin Millsbaugh, Baltimore Sun.

## Canadian Awards

The eighth annual Canadian National Newspaper Awards, covering work done in 1956, presented \$400 and a certificate in each of seven categories. The awards were announced March 20 and are administered by the Toronto Men's Press Club, Box 309, Postal Station A, Toronto.

Editorial writing: Andre Laurendeau, Montreal le Devoir.

Spot news reporting: Bruce Larsen, Vancouver Province.

Feature Writing: Ralph Hicklin, Chat-ham (Ont.) News.

Staff corresponding: Ken MacTaggart, Toronto Telegram.

Spot news photography: Ted Jolly, Amherst (N.S.) News.

Cartooning: James G. Reidford, Toronto Globe and Mail.

Citations for Merit: Spot News—Roger Champoux, Montreal La Presse; Feature Writing—Fred Poland, Montreal Star; Staff Corresponding—Amedee Gaudreault, Montreal Le Presse; Cartooning—Charles E. Bell, Regina Leader-Post.

## Alfred I. duPont Awards

A commentator and two radio or television stations are annually singled out for "meritorious service to the American people" by the Alfred I. duPont Radio and Television Foundation. The 1956 awards—a plaque and \$1,000 for each winner—were made March 29. The foundation headquarters are at Washington and Lee University, Lexington, Va. Winners were:

Chet Huntley, National Broadcasting Company commentator.

Radio Station KNXT, Los Angeles, and Station WFMT, Chicago.

## Hillman Foundation

The Sidney Hillman Foundation gives yearly prizes of \$500 apiece for work on themes relating to civil liberties, representative government, trade union development, and similar issues. Howard D. Samuel, executive director of the foundation at 15 Union Square West, New York, is administrator. The 1956 winners, announced April 30:

Book: Walter Gellhorn for "Individual Freedom and Government Restraints." Newspaper articles: Robert H. Spiegel, Des Moines Tribune, on segregation in housing. Magazine article: Robert Penn Warren, Life, on Southern views on integration. Editorial: John Fischer, editor Harper's, attacking censorship efforts of private organizations.

The Goshen (Ind.) News won the N. W. Ayer Cup as the best-looking newspaper in the 27th Annual Newspaper Contest. There were 824 entries. The Goshen News, winner of Honorable Mentions in two other years, has a circulation of 7,745 and is the smallest newspaper ever to win the Ayer Cup.



## Kappa Tau Alpha

The Kappa Tau Alpha Award for the best book of original and independent research in journalism, published during 1956:

Fred S. Siebert, Theodore Peterson, and Wilbur Schramm, for the book, "Four Theories of the Press." Dr. Siebert is the first person to have received the award from the national scholarship honorary society in journalism twice. It was given him in 1952 for his book, "Freedom of the Press in England, 1476-1775."

## Missouri Awards

The 1957 Missouri Honor Awards for Distinguished Service in Journalism were made May 3 to six men and one newspaper. The honors, a feature of the annual Journalism Week at the University of Missouri, are administered by Dr. Earl F. English, dean of the journalism school. The awardees:



DENMAN



BORTON



MCGILL



MYERS



ROBERTS



TONG

THE QUILL for June, 1957

The Honolulu Star-Bulletin (award accepted by Riley H. Allen, editor).

Elon Borton, president and general manager, Advertising Federation of America, New York City.

Clint H. Denman, former editor and publisher, Sikeston (Mo.) Herald.

Ralph McGill, editor, Atlanta Constitution.

Vernon C. Myers, publisher, Look Magazine.

Roy A. Roberts, editor and general manager, Kansas City Star.

Hollington Tong, ambassador from Nationalist China to the United States.

## National Headliners

The National Headliners Club, Atlantic City, N. J., an organization formed 22 years ago by the Press Club of Atlantic City and comprised of former Headliner prize winners, made twenty-one awards this year. The winners:

Outstanding public service by a newspaper: St. Petersburg (Fla.) Times, for series of public service programs, specifically Lowell Brandle's series on retarded children.

Other newspaper classifications: Frank Miller, Des Moines Register, editorial cartooning; Grover C. Hall Jr., Montgomery (Ala.) Advertiser, editorial page and series on "Segregation in the North"; Milton Richman, United Press, sports writing; Endre Marton, Associated Press, coverage of a major foreign news story, for his beat on the Hungarian revolt.

Outstanding coverage of a major domestic news story: Chicago Daily News, expose of Hodge scandal in Illinois.

Radio-TV-Theatre column: Jay Carmody, Washington Star; Pat Munroe, Washington bureau of Albuquerque Journal, for breaking down secrecy barrier on government-paid travel by congressmen; Dave Beronio, Vallejo (Calif.) Times-Herald, for coverage of Olympic games and excellence in local sports column.

Best news feature in magazine: Look Magazine and writers Chester Morrison and William Attwood, for feature "Arab vs. Jew." Outstanding radio and network news broadcasting: Irving Levine, NBC, for his "This Is Moscow" reports. Outstanding news reporting by radio station: WBBM, Chicago. Outstanding public service by radio station: KMOX, St. Louis, for campaign on juvenile delinquency. TV news awards: CBS News, for network coverage of Hungarian revolt; KDKA, Pittsburgh and News Director Bill Burns, for individual station news coverage, specifically of an airliner crash. Outstanding public service by TV station: KPIX, San Francisco, for traffic relief campaign. Outstanding coverage of a news event: News of the Day and the H Bomb story. Special award for sportsfilm: Teleneus and cameramen Ted Rickman and Frank Koza.

Newspaper photo classifications: Best spot news picture—Winfield I. Parks Jr., Providence Journal-Bulletin, shot of detectives firing at fleeing bandit car tires; best sports action picture—Al Sund, San Diego Union, "The Lady and the Bull," showing bull attacking lady bull fighter Pat McCormick; best feature picture stressing human interest—Dan Tortorell, Chicago Tribune, "Lend an Ear," showing baby apparently whispering in ear of pup.



"The Lady and the Bull." This action shot of a bull attacking lady bull fighter Pat McCormick won the Best Sports Action Picture competition for Al Sund, of the San Diego Union, in National Headliners Club judging.

## Overseas Press Club

The Overseas Press Club of America, Inc., 35 East 39 Street, New York, presented the following annual awards May 6, for excellence in foreign correspondence in 1956:

Russell Jones, United Press, George Polk Memorial Award for "best reporting requiring exceptional courage and enterprise abroad," \$500, plaque, and portable typewriter.

John Sadovy, Life, Robert Capa Award for "superlative photography requiring exceptional coverage and enterprise abroad." Also winner of best in still photo-journalism from abroad.

Gerhard Schwartzkopf, Columbia Broadcasting System, for best filmed photo-journalism from abroad, of street fighting in Budapest.

Barrett McGurn, New York Herald Tribune, for best reporting from abroad, in Budapest, North Africa, Rome and Cairo.

Flora Lewis, free lance writer, for best magazine reporting of foreign affairs, particularly in New York Times Magazine Section.

Irving R. Levine, National Broadcasting Company, best television or radio reporting from abroad.

Plaque for best magazine reporting of beyond U. S.: Sports Illustrated staff, for coverage of Olympic Games.

Cecil Brown, American Broadcasting Company commentator, for best press, radio or television interpretation of foreign affairs within the U. S.; Charles M. McCann, United Press, runner-up.

Other citations: Class I—Press reporting from abroad: John MacCormac, New York Times; Katherine Clark, International News Service; Sydney Gruson, Times. Class 2—Television reporting from abroad: Daniel Schorr, Columbia Broadcasting System, Moscow; Gary Stindt, National Broadcasting Company, Berlin and Hungary; Frank Kearns, Columbia

Broadcasting System, Cyprus and Cairo. Class 5—Magazine reporting of foreign affairs: Hal Lehrman, Reporter Magazine and New York Times Magazine. Class 6—Magazine reporting of events outside U. S.: Cornelius J. Ryan, for stories on Andrea Doria disaster and crippled straitcruiser which ditched in Pacific, in Collier's.

### Peabody Awards

The George Foster Peabody citations are made by the Henry W. Grady School of Journalism, Athens, Ga., and a national advisory board. The 1956 awards, in the news and education fields, recognizing distinguished achievement by television and radio:

**TELEVISION:** News—John Charles Daly and associates for coverage of national political conventions. Education—"You Are There," CBS. Youth—"Youth Wants to Know," NBC. Public Service—"World in Crisis," CBS. Promotion of International Understanding—"The Secret Life of Danny Kaye," UNICEF.

**RADIO:** News—"Edward P. Morgan and the News," ABC. Education—"Books in Profile," WNYC. New York. Youth and/or Children—"Little Orchestra Society Children's Concerts," WNYC. New York. Radio-TV Local-Regional Public Service—"Regimented Raindrops," WOW, Omaha.

**Special Radio-TV Awards:** Promotion of International Understanding—United Nations Radio and Television. Outstanding contribution to radio and television in his New York Times writings—Jack Gould.

### George Polk Memorial

New Yorkers share the annual George Polk memorial plaques for distinguished achievement in journalism which are administered by Long Island University, 385 Flatbush Ave., Brooklyn 1, N. Y. The 1956 winners:

**News Photography:** Jack Young, United Press Newspictures, "Attack on News-men." **Foreign Reporting:** Hal Lehrman for series on Middle East, in Sunday Times, The Reporter, and Commentary. **National Reporting:** Jack Lofto, International News Service, series exposing Communist pressure on refugees in U. S. **Metropolitan Reporting:** Phil Santora, Daily News, "Teen Trouble in N. Y.'s Bars." **Suburban Reporting:** Mel Elfin, Long Island Press, "Spotlight on Mortgages." **Television Reporting:** Columbia Broadcasting System, "World in Crisis."

**Special Awards:** Emanuel R. Freedman, Times foreign editor, for directing Polish, Hungarian and Middle East coverage; Endre Marton, Associated Press, and Ilona Nyilas, United Press, for working in best Polk tradition as resident correspondents in Budapest. Undergraduate Polk Award: Janice Hopkins.

### Pulitzer Prizes

The Pulitzer prizes are awarded annually for work in journalism and letters published during the previous year. Set up by the late Joseph Pulitzer, publisher of the New York World and

the St. Louis Post-Dispatch, they have been made for thirty-nine years. The individual journalistic awards bring \$1,000 each. Newspapers get medals.

Nominations, addressed to Secretary of the Advisory Board on the Pulitzer Prizes, 501 Journalism Building, Columbia University, New York 27, are screened by juries whose recommendations are considered by the board. Final selections are subject to approval by university trustees.

Current winners, announced May 6:

**Newspaper Public Service:** Chicago Daily News.

**Local Reporting, without the pressure of edition time:** Wallace Turner and William Lambert, Portland, Ore., Oregonian.

**Local Reporting, on edition time:** Salt Lake City, Utah, Tribune.

**National Reporting:** James Reston, New York Times.

**International Reporting:** Russell Jones, United Press.

**Editorial Writing:** Buford Boone, Tuscaloosa, Ala., News.

**Cartoon:** Tom Little, Nashville, Tenn., Tennessean.

**News Photography:** Harry A. Trask, Boston, Mass., Traveler.

### Rodgers Awards

The Ted V. Rodgers Journalism Awards, recognizing contributions toward improvement of highways and their use or better understanding of highway transportation problems, are sponsored by Trailmobile, Inc., 1424 Sixteenth Street, N.W., Washington 6, D. C., through the American Trucking Association. First place winners in magazine, daily newspaper, and weekly newspaper categories are awarded plaques and \$1500 and names a journalism school to receive an additional \$500. Second and third place winners receive \$700 and \$300. Winners for 1956, announced October 25:

**First:** George Koether, Automotive & Transportation Editor, Look; Wilson



HIRSCHFELD

KOETHER

Hirschfeld, Transportation Reporter, Cleveland Plain Dealer; and Carlton Morris, Editor-Manager, The Gates County (N.C.) Index.

**Second:** Theodore H. White, Collier's; Ray Ruppert, Yakima (Wash.) Daily Republic; Paul C. Smith, The Lyon County Reporter, Rock Rapids, Iowa. **Third:** Don Robinson, The American Press magazine; Charles Ridgway, Los Angeles Mirror-News; Bruce A. Wilson, Ritzville (Wash.) Journal-Times. **Special citations:** Hearst Newspapers for its Better Roads Campaign, directed by William S. Lampe and written by John H. O'Brien, Detroit Times; Grayson (Ky.) Journal-Enquirer

and Editor Jim Phillips for series on highway safety by teen-agers; Ford Motor Company and C. H. Dykeman, editor, for publication of "Freedom of the American Road."

### Safety Story Contest

Three cash awards of \$500, \$300, and \$100 were announced October 23 in the second Newspaper Safety Story Competition sponsored by American Trucking Associations, Inc., New York City. The 1956 winners:

Wendell H. Coltin, Boston Herald, first; Ned Aitchison, Miami Herald, second; Jack Weeks, Houston Chronicle, third.

### Scripts-Howard Ernie Pyle Memorial Awards

Bronze medallion plaques and \$1000 each go to two young men whose writing and reporting is judged "most nearly exemplifying the style and craftsmanship" of Ernie Pyle, the great World War II reporter and human interest columnist. Winners for 1956, announced January 15:

Gordon S. "Bish" Thompson, Evansville (Ind.) Press, and Charles Kuralt, Charlotte (N. C.) News.

### Sigma Delta Chi

The Sigma Delta Chi awards for distinguished service in American journalism cover fifteen categories of newspaper, magazine, radio and television journalism. Both individuals and organizations are honored.

Bronze medallions and certificates are awarded at an annual dinner. Winners were announced April 17 for work done in 1956. Nominations for 1958 should be sent to Victor E. Bluedorn, Executive Director, Sigma Delta Chi, 35 East Wacker Drive, Chicago, by February 1, 1958. Current winners are:

**PRESS—General Reporting:** Alfred Kuettner, United Press, Atlanta. **Editorial Writing:** Sylvan Meyer, Gainesville (Ga.) Daily Times. **Washington Correspondence:** Ben Price, Associated Press, Washington. **D. C. Foreign Correspondence:** Russell Jones, United Press. **News Picture:** Dan Tompkins, Santa Monica (Calif.) Outlook. **Editorial Cartooning:** Herbert L. Block, Washington (D. C.) Post and Times Herald. **Public Service in Newspaper Journalism:** The Portland Oregonian.

**MAGAZINES—Magazine Reporting:** John Bartlow Martin, Saturday Evening Post. **Public Service:** Life Magazine.

**RADIO—Radio News Writing:** Howard K. Smith, Columbia Broadcasting System, London. **Radio Reporting:** Edward (Johnny) Green, KPHO, Phoenix. **Public Service:** CBS Radio Network, New York City.

**TELEVISION—Television Reporting:** Ernest Leiser and Jerry Schwartzkopf of Columbia Broadcasting System, and Julian B. Hoshal and Dick Hance of KSTP-TV, Minneapolis-St. Paul (duplicate awards). **Public Service:** KPIX, San Francisco.

**RESEARCH—Research About Journalism:** Theodore B. Peterson, University of Illinois.



## Pulitzer Prizes Awarded Nine Newsmen, Two Newspapers

(Continued from page 30)

ence," and said an outstanding example was his five-part analysis of the effects of President Eisenhower's illness on the functioning of the executive branch of the government.

Segregation, the issue which was a factor in several Sigma Delta Chi awards, was the subject for the winning of the Pulitzer award for editorial writing, going to Buford Boone, president and publisher of the Tuscaloosa, Ala., *News*. His editorial, "What a Price for Peace," was selected as an outstanding example of his work. The citation mentioned his "fearless and reasoned editorials in a community inflamed by a segregation issue."

Tom Little of the Nashville, Tenn., *Tennessean*, won the award for edi-

torial cartoons. His winning entry was a cartoon entitled, "Wonder Why My Parents Didn't Give Me Some Shots?" It depicted a polio victim on crutches watching other children at play.

The award for news photography went to Harry A. Trask of the Boston, Mass., *Traveler*. The pictures which won the praise of the judges were aerial photographs of the ocean liner *Andrea Doria*, which sank in the Atlantic Ocean after a collision with the *Stockholm*. Some of the pictures were taken at an altitude of only 75 feet.



National Reporting: James Reston, New York Times.



Cartoon: Tom Little, Nashville Tennessean.

## Dallas Newsmen Deal Daringly With Tornado at the Door

(Continued from page 14)

hours of on-the-spot coverage, they didn't exhaust the listener-viewer-reader's interest in the tornado. The next morning the *News* printed 17,000 additional news stand copies. They sold out before 8 a.m. That afternoon the *Dallas Times Herald* ran 12,000 extras and sold them all before 4:30

p.m. WFAA-TV pulled more viewers than ever before with a tornado documentary the Sunday night after the twister.

The Dallas tornado story was covered thoroughly by all media. I. B. Cubb, editor of the *Irving Herald*, squeezed a column out of the fact that

he was one of only six Dallas newsmen who didn't see the cyclone.

The huge black funnel terrorized the city for forty-six minutes, killing ten persons and injuring almost 200 more. It had ripped a path sixteen miles long through Oak Cliff, West Dallas and sections on the northwest side before lifting its swirling trunk and moving away. Five hundred persons were left homeless in its wake. Property damage was placed between four and five million dollars.

Although the polls were still open, there definitely was no doubt left about what was the top news story.

## From Quill Readers

### IVORY-TOWER COMMENT

To the Quill:

Barry Bingham's experiment in "humanizing" the editorial pages of the *Courier-Journal* is one that is long past due on the American journalistic scene. The editorial pages of our papers have been in the doldrums since the era of personal journalism. Perhaps Bingham's experiment will be the beginning of a modern revival that will recapture the readership for these pages. Editors and publishers have been too slow to realize that their avowed opinion pages are the least read in their papers. Or if they have recognized the fact, they have been unwilling to try to do anything about it or have lacked the imagination to do anything.

There has been too much compartmentalized, ivory tower thinking on the editorial pages. One of the reasons for this, at least on the local level, is the distance between the editorial writers and the reporters. The functions of both have been too narrowly defined. More often than not, the reporter is better informed and better able to write an intelligent editorial on the issues which he has covered than is the editorial writer who too often depends solely on the published reports for the formulation of his views.

An experiment in this direction is past due too. But if it is to be tried the reporter should be given free rein to express his opinion and not be bound by the preconceived and uninformed notions of the policy-minded editors and publishers. Anyway, conflicting viewpoints expressed freely on the editorial pages could help, at least to a slight degree, to minimize the evils of the monopoly press.

CHARLES-GENE MCDANIEL  
The Gazette and Daily  
York, Pennsylvania



# Freedom of Information Study Shows Progress and Problems

(Continued from page 12)

open to reprisal and destroy sources of needed information."

Twenty-one of the twenty-five weekly newspapermen said that reporters should have free access to government records. The four other newspapermen cited classified military information, confidential reports dealing with national defense, and some kinds of scientific and secret service records as exceptions.

**S**EVERAL weekly newspapermen who approve free access to all government records believe juvenile offenders should be protected from undue publicity. Mabel Norris Reese of the Mount Dora *Topic* says, "A reporter should be ethical in withholding publication of any material which may be premature—such as where the city or state proposes to buy land."

Three of the four radio news editors said the newsman should have free access to all government records. The fourth made an exception of records relating to national defense. One of the first three adds, "This takes for granted that the reporter has a sense of responsibility."

Television newsmen noted that classified material, documents in adoption proceedings, and some other records might be withheld from newsmen.

Only two Florida dailies reported that they had been denied free access to public records in 1956, although two faced difficulties earlier. The Miami *Daily News* reported that it was denied access to laboratory records of the county health unit.

**S**PECIFIC instances before 1956 were:

Daytona *News-Journal*: "City books resulting in suit which produced supreme court decisions now on books."

Pensacola *News-Journal*: "City police chief, riled because of a story, denied reporters access to certain police reports. We carried stories almost daily until city manager called a conference with chief, city attorney, newspaper publisher, editor, and attorney, and a satisfactory procedure for access was worked out. No trouble since."

J. Marion Harmon of the Sanford *Herald* noted that "free access to records in City Police Department is not available. However, brief reports of the blotter are given when asked for."

Toni Veverka of the Panama City *News-Herald* noted that the city commission held a secret meeting to discuss sewerage financing and purchase of fire fighting equipment. The county commission refused to divulge the location of property to be purchased for the children's detention home.

"Records have never been denied when asked for specifically," W. M. Pepper III, city editor of the Gainesville *Sun*, reported. "There is a widespread reluctance, however, to volunteer information."

Government records in the state capital are not denied to the "point of real hamstringing in our efforts to report the news," according to Malcolm Johnson, executive editor of the Tallahassee *Democrat*.

Only one weekly reported denial of free access to city records in 1956, but four had been denied prior to 1956. One reported difficulty in using county records in 1956, but five reported difficulties before 1956. One was denied free access to records of a federal agency in 1956.

**I**T'S "a struggle to get figures on tax assessments, both county and city," says Harley S. Bazzell, editor of the Dade City *Banner*. The "arrest docket of the sheriff's office sometimes is withheld," he adds, noting that information on county warrants and city taxes written off as bad debts is hard to come by.

"In the county, the sheriff's office makes a practice of refusing access to his records," reports Mrs. Mabel Norris Reese of the Mount Dora *Topic*.

Before 1956 the Polk County *Democrat* had "trouble getting county and city budget information—not refusals, but evasions," reports Loyal Frisbie, editor. He now gets "better cooperation."

From 1945 to 1955 the "city clerk in Wildwood refused to show payroll vouchers to the chief of police," notes C. L. Starnes, editor of the Wildwood *Echo*. "The clerk of the circuit court in Bushness stopped sending out county commission minutes to the daily news representatives in Sumter County."

**T**HE JP Court judge was reluctant to release records of his court until we told him he had no right under law to withhold them," reports Clay

C. Codrington, editor of the Plant City *Courier*. "We now print court proceedings every week."

Favorable comment comes from Mrs. Dale Wimbrow, editor and publisher of the Indian River *News* in Sebastian. She says, "We have been given free access to any and all records at all times, even though they might embarrass officials. All officials feel that freedom of the press is very necessary and they personally have nothing to hide. They operate from local to national levels the way they believe fair and just."

**N**EITHER television nor radio stations reported obstacles in using public records, but one of the news editors noted that such access was less important for those two media.

Newsmen of weeklies, dailies, radio, and television are almost unanimous in their belief that reporters should have free access to policy statements or expressions of opinion by public officials. Typical comments:

J. Marion Harmon, executive editor, Sanford *Herald*: "There should be no exceptions since it is through these policy statements that the ability of a person to serve as an official becomes known."

George Thurston, news editor, WTAL, Tallahassee: "The public is entitled to the benefit of the thinking of its public officials on public matters with which they are concerned."

To what extent should free access to records and meetings of non-government groups be limited? T. C. Harris, executive editor of the St. Petersburg *Times*, answered the question this way: "We believe in open meetings, open records, open books of all organizations—governmental and others—where the public has any stake or interest."

**T**HE "degree of involvement with the welfare or the well-being of the public" determines the extent to which newsmen should have access, suggests W. M. Pepper, executive editor, Gainesville *Sun*.

Civic organizations, the Chamber of Commerce, for example, may deny newsmen access to records or meetings, points out Marion T. Gaines, editor of the Pensacola *News-Journal*, but they also are likely to deny themselves significant publicity. Usually they recognize that it is to their advantage to cooperate with news media.

Conclusion: Responsible news sources as well as responsible newsmen are essential in responsible journalism. The status of freedom of information in Florida is good. But it could be better.

## Announcing the Second Annual

**Ted V. Rodgers**

**Awards!**

1955-56 WINNERS



George Koether, automotive and transportation editor, Look magazine, 1st place award, Magazine category.



Wilson Hirschfeld, transportation reporter, Cleveland Plain Dealer, Cleveland, Ohio, 1st place award, Daily Newspaper category.



Carlton Morris, editor, Gates County Index, Gatesville, North Carolina, 1st place award, Weekly Newspaper category.

**Closes  
June 30**

## \$9,000 In Cash Prizes

*For published articles or editorials contributing to the improvement of highways and their use.*

This is the second in the series of annual awards established by Trailmobile Inc., and the A.T.A. Foundation, Inc., for the purpose of recognizing published articles and editorials that make an outstanding contribution toward the improvement of our highways and their use, or toward a better understanding of the various problems of highway transportation.

*The awards are named in honor of Ted V. Rodgers, founder of the American Trucking Associations.*

In the 1956-57 competition, published material in the three categories will be accepted: (1) magazines, EXCEPT trade publi-

cations devoted primarily to the transportation industry; (2) daily newspapers; and (3) weekly newspapers.

**Cash Awards** Three identical cash awards will be made in each of the above categories to authors of the winning articles or editorials.

MAGAZINES	DAILY NEWSPAPERS	WEEKLY NEWSPAPERS
First—\$1500.00	First—\$1500.00	First—\$1500.00
Second—\$700.00	Second—\$700.00	Second—\$700.00
Third—\$300.00	Third—\$300.00	Third—\$300.00

In addition, a \$500 cash award to the Journalism School designated by each first place winner and original publisher of winning article. And lastly, a trophy award will be made to the publisher who represents the original source of each winner in all three categories.

For complete information on this annual competition, please use the coupon. Entries must be postmarked no later than June 30, 1957. We welcome your participation.



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## The Book Beat

A DETAILED discussion of mass media and politics is contained in Charles A. H. Thomson's **"Television and Presidential Politics"** (The Brookings Institution, Washington, \$1.50). Dr. Thomson is the author of an extensive study on the government's overseas information programs. This 173 page, paper-backed book discusses TV's use in the 1952 campaign and some potential problems in its use.

The book gives a history of TV and politics before 1952 and then gives a detailed analysis of the 1952 experience. Dr. Thomson then outlines the plans and problems which he foresaw for the 1956 campaign. While this is now history, his discussion raises many problems that are still with us.

Dr. Thomson has ably and interestingly handled this analysis of the role of one specific media in American politics. The communications field would profit much if he would make similar analyses of the role of other media in presidential politics.

DICK FITZPATRICK

ROBERT LINDSAY, professor of journalism at the University of Wisconsin, combines years of practical news experience and Marine Corps service with a study of official U. S. Marine Corps records and statements to produce **"This High Name"** (The University of Wisconsin Press, Madison, Wis.).

This well-documented and interestingly illustrated book traces the development of an emphasis on good public relations among a small but dedicated group of Marines, particularly since the turn of the century. The reader may evaluate charges brought against Marine Corps public relations techniques and methods, and weigh them against the need in modern warfare to influence public understanding and acceptance.

DONALD GRUBB

THE relation between media and a specific aspect of society—politics—has been studied recently. Stanley Kelley Jr., a fellow at the Brookings Institution in Washington, has done a pioneer job of analyzing **"Professional Public Relations and Political Power"** (The Johns Hopkins Press, Baltimore, Md. \$4.50).

Kelley's thesis is that the public relations man has become important in American politics. In this 247 page, extensively annotated and indexed book, Kelley proves his thesis by presenting four case studies. They deal with the Whitaker and Baxter political

public relations firm which is available for hire to anyone, the AMA campaign against Truman's proposal for national health insurance, the Butler campaign against Tydings for a U. S. Senatorial seat in Maryland (the chapter is aptly titled "Merchandising Doubt") and a rather detailed analysis of the 1952 presidential campaign.

Mass media have become more important to the average American. The politician, realizing this, wants to take advantage of the fact. But politicians, fortunately, realize that mass media require communication technicians. As a result, the public relations man has become an ever present part of American political campaigning. He may be there as a volunteer, as a paid employee of the political party, as a hired public relations consultant for a specific job or in some other form. But he is there.

Kelley believes that the experienced public relations technician will be as common in American politics shortly as he is now in American business and private organizations.

Kelley's book is readable and keenly analytical. It is an objective study which tends to avoid evaluative judgments. "Professional Public Relations and Political Power" will help anyone understand a new and increasingly important aspect of the American political scene. It sheds much light on the dynamic relationship between media and society.

DICK FITZPATRICK

THE objective set by the author in **"Informing the People"** (Henry Holt & Co., New York, \$3.75) is to "apply to the practice of news communication some of the findings of the social scientists about readability and listenability and about the interests of people." How effectively this can be achieved in a basic text on news writing is a moot question, but Charles H. Brown of Pennsylvania State University has written a useful book for beginning news writing courses. A valid criticism would seem to be that he has attempted to cover too much ground and as a result is forced to skim lightly over some phases of his subject.

—C. C. C.

THERE have been a number of books recently dealing with the law of the press in various states of this country. William C. Lassiter has now revised his **"Law and Press"** (Edwards & Broughton Company, Raleigh, N. C.) bringing up-to-date his excellent discussion of libel, invasion of privacy

and access to public records in North Carolina. Valuable for newspapermen of that state, it is of interest to everyone concerned with laws affecting the press.

A HANDY volume for businessmen and for the press is **"Trademark Management"** (United States Trademark Association, New York, \$5.00). A number of authorities in the field have contributed to the discussions of the legal aspects of trademarks, their proper use and problem of protecting them.

## From Quill Readers

### ONE PARTY PRESS

To the Quill:

It was interesting to me to read and compare the April QUILL article and the March 30 *Editor & Publisher* article concerning the so-called one-party press. I recall reading both the *St. Louis Post-Dispatch* and the *Los Angeles Times* during the campaign last fall.

Seemingly, Dean Mott's warning about making generalizations about newspapers should also be recalled. Perhaps what the "one party" label attempts to classify is what might be accurately termed a "oneish party" press.

LLOYD WILKIE  
Bellflower, Calif.

## CLASSIFIED ADVERTISING

Rates: Situations Wanted .08 per word; minimum charge \$1.00. Help Wanted and all other classifications .15 per word; minimum charge \$2.00. Display classified at regular display rates. Blind box number identification, add charge for three words. All classified payable in advance by check or money order. No discounts or commissions on classified advertising.

When answering blind ads, please address them as follows: Box Number, THE QUILL, 35 E. Wacker Drive, Chicago 1, Ill.

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Monthly job market letter, with list of available jobs and nationwide employment conditions. Bill McKee, Birch Personnel, 59 E. Madison, Chicago, Illinois.

LOOKING FOR A PUBLISHER? Send for our free brochure which tells how we can promote and distribute your book. Ask for booklet QL Vantage Press, 120 W. 31, New York.

### SITUATION WANTED

SPORTS EDITOR-WRITER leaves Army in July. Two years large daily, two years Army PIO work, J-grad, SDX. Box 1147, THE QUILL.

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Thanks!!





# Sigma Delta Chi NEWS

No. 57

June 1957

## ***Thou Shalt Not*** **Executive Council** **Takes Firm Stand**

The Executive Council met in Chicago recently to study the current problems of Sigma Delta Chi and issued statements on several matters, including nicknames for Professional chapters.

The Council expressed uneasiness over the custom of some chapters using nicknames for chapters and the subsequent obscuring of the name Sigma Delta Chi, Professional Journalistic Fraternity. It reminded chapters now using such names to drop them as soon as possible.

The Executive Council also warned chapters making awards to local journalists to name their awards in such a manner so as not to be confused with the national awards for distinguished service in journalism. This is in line with a resolution adopted by the 1952 Convention.

The Council also discussed the need to raise funds to help defray travel expenses of undergraduates when Conventions are held away from the central section of the country. It was decided that Professional chapters would be assessed \$10 annually and registration fees of Professional chapter delegates to convention would be increased by \$5 to raise the additional funds. The Council also approved a motion to transfer \$2,000 from

## **Fraternity Drops 9,253 Members;** **16,050 Remain on Active List**

A decision by the Convention three years ago to make national dues compulsory is paying off today.

Since 1954 the Fraternity has been getting rid of disinterested members, and has been building a hard core of active members loyal to the purposes of the society.

As of May 1, 1957 a total of 9,253 members have had their memberships cancelled, either through resignations or by being dropped from the roster for nonpayment of membership dues. Over 16,050 members remain on the active roll. Of these 1,424 have paid their dues for life.

A breakdown of the active membership finds 10,274 members in good standing; 3,131 owe \$5 for 1957 dues, 1,014 owe \$10 for 1956 and 1957 dues, and 1,731 owe \$15 for 1955-56-57 dues. The Fraternity will drop a member who is more than three years in arrears in dues. Since

dues are computed on a straight accumulative basis, any member who has been dropped and wishes to be reinstated must pay all back dues. There are no provisions for reinstatement of resigned members.

Out of the 16,050 active memberships, 1,010 belong to Professional chapters and 1,004 are Undergraduate members.

Since 1909, more than 27,371 national numbers have been issued. A total of 1,976 Sigma Delta Chis are deceased, 669 have resigned, and 21 have been expelled.

At the time the Fraternity shifted from voluntary dues to compulsory dues, 3,540 members were recorded as having paid national dues.

the general fund to the new transportation fund for this purpose.

The question of non-member participation in Fraternity affairs was frowned upon and it was unanimously agreed that non-members should not be allowed to attend Sigma Delta Chi meetings regularly, nor should they be permitted to affiliate with any chapters, serve on committees, or otherwise take part in Fraternity affairs.

## **Clarify Rules Affecting** **Public Relations Men**

The Executive Council of Sigma Delta Chi has amended its policy affecting public relations candidates in such a way as to remove any doubt as to who is eligible and who is not eligible for membership.

After a thorough discussion at its April meeting it was concluded that the original character of the Fraternity would be diluted with the influx of non-journalistic members. The Council's concern centered on the fields of advertising, public relations and publicity fields which have grown tremendously in recent years and which it considered as serving a private interest.

As a consequence the Council's policy affecting public relations candidates was amended to read as follows:

"Advertising, publicity, and public relations men are not considered as being within the professional field of journalism and are specifically excluded in the Fraternity's definition of journalism. The Fraternity fully comprehends the complex nature of the work being done in the fields of advertising and public relations, and the dignity and responsibility that may attach to such work, but logi-

(Continued on page 40)



Photo by Al Bates

Three journalists elected Fellows of Sigma Delta Chi by the 1956 Convention were honored on Founders' Day at a ceremony held at the National Press Club, Washington, D. C. Shown here are Fellows Luther Huston (left), Washington Bureau, The New York Times, and Ward Neff of Chicago (center), president of the Corn Belt Publishers, Inc. White House Press Secretary James C. Hagerty (right), member and guest speaker, brought greetings from President Eisenhower. George Theim, state capital correspondent for the Chicago Daily News was also honored as a Fellow at the banquet for exposing the \$2 million Orville Hodge scandal in Illinois last year.



# Story of North Dakota's New Freedom of Information Laws

By ALVIN E. AUSTIN

Head, Department of Journalism, University of North Dakota

The campaign to have North Dakota join the states with Freedom of Information statutes—laws providing for open meetings of governmental bodies and free access to their records—was first launched in 1953, when the problem was brought up at an annual meeting of the State Professional Chapter of Sigma Delta Chi.

It must be recorded that newsmen at first were lukewarm to the idea, seeing no great need for such legislation; and that officials and legislators, contacted later, generally opposed the proposal.

However, a Freedom of Information committee was appointed and conducted a survey of both state governmental bodies and of newspapers—to ascertain the status of public information in North Dakota. They found that a number of state bureaus and agencies were, in fact, doing business in private, although some of their "privacy" was due to lack of aggressiveness and initiative on the part of the newspapers. And 16 per cent of the newspapers answering a questionnaire reported difficulty with closed meetings and secret records of governmental bodies on the local level.

This report resulted in resolutions favoring legislation for open meetings and open records of public bodies being adopted in 1955 by the Sigma Delta Chi Chapter, the North Dakota Press Assn. and the North Dakota Associated Press. In 1956, these groups formally endorsed the model laws proposed by the SDX National Committee on Freedom of Information.

Conferences before the 1957 legislative session of the Sigma Delta Chi Freedom of Information committee, working with the legislative committee of the State Press Assn., resulted in the decision to introduce two simple bills, to establish the principle that meetings of public or governmental agencies supported in whole or in part by tax money, should be open to the public; and that the records of all such agencies should be open to the public.

The bills carried no penalty clause. Opposition to such a clause was sensed, and it was deemed unnecessary since North Dakota already has a statute that says carrying out any prohibited act is a misdemeanor; specific fines and jail terms are provided where a person is found guilty of a misdemeanor.

The two Freedom of Information measures were introduced in the House of Representatives. There Rep. Ralph Beede, a veteran legislator, editor of the *Elgin (N.D.) News*, and a former speaker, was the master strategist. Among sponsors he obtained for the bills were the majority and minority leaders of the House.

Despite this fancy window dressing, the House committee to which the bills were assigned approved only one, voting 16 to 2 to kill the open meetings act. However, under the masterful floor leadership of Mr. Beede, both bills were passed unanimously by the House.

Both bills were recommended for passage by the Senate General Affairs committee.

Then some opposition began to develop, and they were re-referred to the Committee by the Senate. The next time they

## On Other SDX Fronts

Two "freedom of the press" bills have been signed by the governor of Minnesota. One requires that meetings of departments and agencies of the executive branch of state government, except for the youth conservation commission and the pardon and parole boards, be open to the public. The other prohibits government bodies of political subdivisions such as city councils and school boards, from holding closed meetings.

A bill designed to safeguard the public's right to know what its representatives do in meetings relating to all public matters was signed by the Governor of Vermont.

Meanwhile, two bills have been introduced in the Illinois Assembly. And, legislation has been introduced in both Houses of Congress limiting the scope of information which Federal government would be permitted to withhold.

Copies of the above bills may be secured from Sigma Delta Chi Headquarters by interested persons.

came out without recommendation and went on the calendar.

With some doubts being expressed as to the worth and desirability of the bills by a number of vocal members of the Senate, SDX's Freedom of Information committee went into action. A front page editorial in the *Fargo Forum*, timely editorial comment in other newspapers, and personal contact by editors throughout the state with senators from their home districts did the trick. This all-out effort paid off; both bills were passed by a substantial margin in the Senate—even if not until the last legal day of the session. Both were signed in due course by Governor John Davis and will become state statutes July 1, 1957.

One important "shot in the arm" as far as the F of I legislation—and legislature-newspaper relations in general should be mentioned. With the help of editor-members of the House and Senate, the Legislature met in a joint session honoring newspapers of the state on Feb. 7, 1957.

Nearly 100 SDX members and other newsmen were present, and John D. Paulson, state president of the SDX Chapter, was called upon to preside. Governor Davis spoke, lauding newspapers of the state for their co-operation and spirit of responsibility.

Main speaker was Mason Walsh, managing editor of the *Dallas Times-Herald*, and chairman of the APME F of I Committee. He underlined the importance of freedom of information to the people as a whole, to legislators and other governmental officials, as well as newspapers.

(Continued from page 39)

cally, it would appear that the functions of journalists and advertising and public relations men are dissimilar in important respects. In general they are considered to be in professions serving the private and specialized interests of the employer first rather than serving the public interests directly.

No changes were made in paragraph G, below which describes public relations candidates who serve a public interest and who are usually considered to be in journalism.

Writers and editors actively and chiefly engaged in the writing or editing of current information to be used in news columns of newspapers, magazines, or business papers, radio or television news broadcasts, and which is of general information and disseminated primarily in the public interest, and who in addition have an acceptable background of experience in news work on newspapers, magazines, or in broadcasting.

For example, writers and editors for a civic organization, a social agency, a benevolent or philanthropic foundation, an educational institution, or a department of government, except military.

At present, undergraduates planning to go into public relations are eligible; though if they remain in public relations they probably would have to be classified later as Associates. Undergraduates who major in Public Relations are not eligible. Those who merely indicate a leaning toward public relations are more acceptable, since they may quite possibly change their minds several times.

The position taken by the Executive Council was explained to the chapters in a letter to their presidents from Robert Cavagnaro, Vice President in Charge of Professional Chapter Affairs. It also pointed out that the Council is not concerned with the many loyal and active public relations men already members of the Fraternity, but solely with the status of candidates at the time they are nominated for membership.

The letter also indicated that the Council feels that current members not now in journalism, since they enjoy a favored status not now available to those who might have hoped to become members, should gradually be shifted to Associate status, without voting and office-holding rights as has been required by the Constitution and By-Laws for many years. The Council also cautioned chapters to note that no fundamental change in membership requirements have been made, but that the Council's action simply implements what has been in the Constitution for a long time and that it is purely a matter of enforcing its provisions.

There seemed no objection to Associate members serving on committees and taking an active part in the program undertakings of a chapter.

Ron Jensen, Whittier, Calif., and John Jervis, Sacramento, both Navy journalists, form the nucleus of the public information office aboard the aircraft carrier *USS Kearsarge*. Both are graduates of the University of California, class of 1955. Both were with California newspapers before entering the Navy.

William J. Chumley recently was promoted to specialist third class in Germany where he is assigned to Seventh Army Headquarters. He is an Indiana University graduate of 1955.



## Sigma Delta Chi NEWS

The *Sigma Delta Chi NEWS* is published monthly by Sigma Delta Chi, Professional Journalistic Fraternity. Contributions should be addressed to the Editor of the *Sigma Delta Chi NEWS*, 35 East Wacker Drive, Chicago 1, Illinois. Do not address it to THE QUILL. This only delays it. Deadline for copy intended for the *NEWS* is first of month preceding date of issue.

Executive Director ... VICTOR E. BLUEDORN  
Financial Secretary ... LORRAINE SWAIN  
Office Manager ... BETTY CAHILL  
Staff Assistant ... JANICE STERNER

June 1957

No. 57

## Franklin's Ideas Of Good Newsman Seems Up to Date

Benjamin Franklin gave his ideas of what it takes to run a good newspaper in his "Salutatory" when he took over the *Pennsylvania Gazette* in 1728. Franklin's ideas still seem pretty up to date.

"... we are fully sensible that to publish a good News-Paper is not so easy an Undertaking as many People imagine it to be. The Author of a Gazette ought to be qualified with an extensive Acquaintance with Languages, a great Easiness and Command of Writing and Relating Things clearly and intelligibly, and in few Words; he should also be able to speak of War both by Land and Sea; be well acquainted with Geography, with the History of the Time, with the several Interests of Princes, and States, the Secrets of Courts, and the Manners and Customs of all Nations. Men thus accomplish'd are very rare in this remote Part of the World; and it would be well if the Writer of These Papers could make up among his Friends what is wanting in himself.

"Upon the Whole, we may assure the Publick, that as far as the Encouragement we meet will enable us, no Care and Pains shall be omitted, that may make the *Pennsylvania Gazette* as agreeable and useful an Entertainment as the Nature of the Thing will allow.

Iowa Publisher

## Freedom Report Available

Sigma Delta Chi's Freedom of Information Committee has prepared an interim report which is available to all interested persons upon request to National Headquarters.

The Committee headed by V. M. Newton Jr., Tampa (Fla.) *Tribune*, submitted the report to the April meeting of the Executive Council. The committee condemns the practice of closed executive sessions in American government.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
So far no substitute has been found  
for integrity.

WM. M. THOMAS.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
SDX NEWS for June, 1957

## Letters From The Editor

Although I have been in Korea a year now, the magazine has enabled me to stay in touch with the journalistic Sigma Delta Chi scene while completing on overseas tour of duty. Ed Lambeth is another Northwestern university chapter member stationed near Seoul. Our get-togethers are occasions for trading information to taking an active part in SDX work guessed that the army could provide some postgrad work in radio news for a "J" school grad? The enclosed clipping\* illustrates the break it's given to me.

We'll look forward to future issues and to taking an active part in SDX work upon discharge from the army this summer.

GEORGE BERES  
Radio Vagabond  
American Forces Korea Network

\* Editor's note: The clipping reads, "SEOUL (IO)—Three soldiers here teamed up to bring Korean troops play-by-play broadcasts.

"SP2 George Beres, SP3 Ralph Kyscinski and PFC Ernie Vessines—all from Chicago—are responsible for a series of sports programs that feature on-the-spot coverage of local events.

"Beres first urged play-by-play broadcasting of sporting events, and then expanded the idea into a solid production with the aid of his AFKN associates.

"Latest play-by-play event covered by the Chicago trio was the AFKE Basketball Tournament.

"Every Tuesday, Beres rounds up world wide sporting news on radio station Vagabond at 8:45 p.m."

★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
A pessimist is one who makes difficulties of his opportunities; an optimist is one who makes opportunities of his difficulties.

REGINALD B. MANSELL.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

## Favorite Story Department

For each previously unpublished anecdote accepted by this department, The Sigma Delta Chi NEWS will pay \$5. Contributions must be true stories from your own experience and of a humorous nature. Contributions should be typewritten and mailed to the Sigma Delta Chi NEWS, 35 East Wacker Drive, Chicago 1, Ill.

One of our reporters for the student daily was having his troubles in getting to talk to an important campus news source.

It became apparent that the news source was giving the student the run-around, as he had done with student reporters in other years.

An official on the non-academic side, the news source had instructed his office force that he, and he alone, was to give out information to the press.

On this day, as on the preceding 30, a secretary informed the reporter that the official was unavailable and that only he would give out information for publication.

The reporter trudged back to the office. There at the typewriter, inspiration perched on his shoulder. The student wrote a straightforward recitation of his difficulties in getting news from The Only Source.

References to "The Only Source" occurred strategically throughout a half-column piece. T.O.S. was at my office door next morning when I arrived for an 8 o'clock. He protested, but only half-heartedly.

The crowning indignity, he said, had occurred when a thinly disguised voice (of a subordinate) came over the phone at 2 a.m., inquiring whether he (the voice) was being privileged to talk to The Only Source.

T.O.S. became downright cooperative thereafter.

JIM PRICE (Baton Rouge, La.)

In 1911 I was married and with my wife went to Fish Creek, Wisconsin, for our wedding trip. Since I did not care about fishing, I took along Henry Fairfield Osborn's *Age of Mammals*—then an extensive exposition of the mammals, both fossil and living, that had been discovered up to that time (some of them existing millions of years before man was better than the ape). We went to a picnic one afternoon, and I left the book in the hammock. When we came back the proprietor of the resort was looking at it and contributed this startling remark, "I don't see how those scientific fellers can tell by looking at an old bone what folks called the critter when it was alive."

EDWARD N. WENTWORTH  
Red Oak Ridge  
Chesterton, Indiana

## BOOKS BY BROTHERS

The Sigma Delta Chi NEWS is anxious to print notices on recent books written by members.

Charles H. Callison, conservation director of the National Wildlife Federation, Washington, D. C., is editor of a book, *AMERICA'S NATURAL RESOURCES* (\$3.75), published April 15, 1957, by Ronald Press Company, New York City. The book was sponsored by the Natural Resources Council of America with several contributing authors. Callison, journalism graduate of the University of Missouri, 1937, is editor of the Wildlife Federation's legislative reporting service covering natural resources legislation in Congress.

A Japanese edition of Tom Mahoney's Harper's book, *THE GREAT MERCHANTS*, has just been published by Jitsugyo-no-Nihonsha, oldest publisher of business books in Tokyo.

The book is an account of the history and workings of Macy's, the A. & P., J. C. Penny, Sears Roebuck, Singer Sewing Machine Co., Marshall Field's, Tiffany's and other well known American retail institutions.

## Resignations

The following members have resigned their membership in Sigma Delta Chi under the following Article 4, Section 7 of the Fraternity's Constitution: "Membership is a continuing function, which may be severed creditably by a member only by his written resignation and payment of dues to date."

**Charles A. Arnold**, 614 West Broadway, Columbia, Mo.; **Stockbridge C. Spence**, 782 South Maple Avenue, Glen Rock, New Jersey; **John G. Garlinghouse**, 800 National Bank Bldg., Detroit 26, Michigan; **Stanley L. Voulelis**, Middletown Times, Middletown, New York; **Wilton G. Hustad**, 18137 E. Woodcroft St., Azusa, California; **Major William E. Swartz**, 765th ACWRON, Charleston AF Station, Charleston, Maine; **George C. Biggers**, Atlanta Journal, Atlanta 2, Georgia; **S. Raymond Brooks**, Austin American, Austin, Texas; **William T. Diamond**, American Feed Mfg. Assn., Chicago 4, Illinois; **Philip C. Winslow**, 91 Arbuelo Way, Los Alto, California; **Dr. Gerd K. Montag**, Editor, Wilhelmshaven, Paul Hug Strasse 46, Germany.

**Eugene M. Hope**, 657 Laurel Avenue, Bridgeport, Conn.; **David Scheraga**, 706 Eastern Parkway, Brooklyn 13, New York; **Dennis R. Greenwood**, 3428 Dayta Drive, Baltimore 7, Md.; **Prof. Henry Ladd Smith**, School of Communications, University of Washington, Seattle 5, Washington.

## New Members Welcomed to Sigma Delta Chi

The following journalists have been accepted as fulfilling the requirements of membership in Sigma Delta Chi and have been elected as members by the National Executive Council.

**John P. Mollman**, Managing Editor, Millstadt Enterprise, Millstadt, Illinois; **John W. Mulkin**, Editor, Metropolis News, Metropolis, Illinois; **John Andrew Sheley**, Editor and Publisher, The Democrat, Pinckeyville, Illinois; **Kenneth R. Trigg**, Editor, The Journal, Eldorado, Illinois; **Guy Easterly**, Publisher, The LaFollette Press, LaFollette, Tennessee; **Frank Gaiher**, Station Manager, WSB Radio, Atlanta, Georgia.

**Ernest P. Hoff**, Copyreader, The Salt Lake Tribune, Salt Lake City, Utah; **Karl R. Jensen**, Correspondent, The Salt Lake Tribune, Bountiful, Utah; **Ray G. Jones**, Staff Photographer, Deseret News, Salt Lake City, Utah; **Philip D. Keif**, Newsman, The Associated Press, Salt Lake City, Utah; **Theron H. Luke**, City Editor, Daily Herald, Provo, Utah; **Robert E. Rampton**, Information Services Specialist, United States Air Force, Centerville, Utah; **Carl Reynolds**, Photographer, The Salt Lake Tribune, Salt Lake City, Utah; **Roy Robinson**, City Desk, The Salt Lake

Tribune, Salt Lake City, Utah; **Harold Schindler**, Police Reporter, The Salt Lake Tribune, Salt Lake City, Utah; **Charles G. Silcox**, Rewriter, Deseret News, Salt Lake City, Utah.

**Frederic H. Sherman**, Real Estate Editor, Miami Herald, Key Biscayne, Fla.; **William M. Phillips**, Sunday Editor, Miami Herald, Miami, Florida; **Lorenzo D. Murphy Jr.**, Reporter, The Miami Herald, Miami, Florida; **Wilson Hicks**, Lecturer in Journalism, Univ. of Miami, Coral Gables, Fla.; **Charles F. Harrison Jr.**, News Director, Station WCKT (Biscayne Television Corp.), Miami, Fla.

**Sheridan Much**, Sports Writer, Eagle Times, Wernersville, Pa.; **Allen H. Neuharth**, Executive City Editor, The Miami Herald, Miami, Fla.; **Mack Kehoe**, Director of Public Information, Miller Brewing Co., Milwaukee, Wisc.; **Norman Bell**, correspondent, The Associated Press, San Diego, California; **Ronald T. Kenney**, city editor, Daily Times-Advocate, Escondido, California; **Neil Morgan**, columnist, San Diego Evening Tribune, La Jolla, California; **Dale Burgess**, sports editor, Associated Press, Indianapolis, Indiana.

**William Blaine Arnold**, publisher and editor, Weekly Dispatch, San Antonio, Texas; **Keith Elliott**, Columnist, San Antonio News, San Antonio, Texas; **George Robert Ferrie**, afternoon news editor, Radio KITE, Inc., San Antonio, Texas; **Otha Lee Grisham**, publisher, Seguin Enterprise, Seguin, Texas; **David Graves Haines**, newsman, Radio KITE, Inc., San Antonio, Texas; **Jack Herman Hale**, editor, The Flying Times, Kelly AFB, San Antonio, Texas; **Ray Judson Hunt**, news editor, Radio Station KONO, San Antonio, Texas; **William Burch Lee**, city editor, KENS Radio and Television, San Antonio, Texas; **John K. Newell**, news editor, San Antonio News, San Antonio, Texas; **Michael Baxter O'Neill**, newsman, Radio Station KITE, San Antonio, Texas; **Charles William Stewart**, news reporter, Radio Station KITE, San Antonio, Texas; **John Clifton Taylor**, publisher, The Seguin Gazette and The Luling Signal, Seguin, Texas.

**Durward Gideon Westervelt**, assistant chief, Office of Information Services, Continental Div., San Antonio, Texas; **Franklyn C. Nofziger**, manager editor, Burbank Daily Review, Burbank, California; **Donald Leigh Armstrong**, assistant editor, Henderson Gleaner and Journal, Henderson, Kentucky; **Thomas Doris Duncan**, writer-editor, Associated Press, Lexington, Kentucky; **Garrison E. Evans**, co-publisher, Sedro-Woolley Courier-Times, Sedro-Woolley, Washington; **George Sidney Bush**, Instructor in Journalism, University of Minnesota, Minneapolis 14, Minnesota; **Darley Matthew Feldmeir**, Managing Editor, Minneapolis Tribune, Minneapolis 15, Minnesota; **Jack B. Mackay**, St. Paul Correspondent, Associated Press, St. Paul, Minnesota; **William John Allert**, Reporter, Radio Station KONO, San Antonio, Texas.

**John Reinhardt Wilson**, Reporter, Radio Station KONO, San Antonio, Texas; **Philip Bert Wise**, Assistant Managing Editor and City Editor, San Antonio Express, San Antonio, Texas.

## Lines of the Times



"I can't imagine what happened, boss, but . . ."



## Personals

### About Members

When sending personals to the *Sigma Delta Chi NEWS* be sure to identify yourself as a member of Sigma Delta Chi. Only releases bearing this information can be used.

Charles E. Parkin, was recently made advertising manager of Barber-Greene



C. E. Parkin

Company, of Aurora, Ill. After a year as copy editor of the Indianapolis *News* he joined the Barber-Greene firm in 1950. He is a graduate of DePauw University. He had previously served in the U. S. Army Ordnance Corps, and was stationed at Fort Benning, Georgia, and Stuttgart, Germany.

Second Lt. Robert E. Atwood was recently graduated from the field artillery officers basic course at the Artillery and Guided Missile Center, Fort Sill, Oklahoma. He graduated from Syracuse University in 1956 and was employed as a reporter by the *Schenectady Gazette* before entering the Army last December.

Harlan Abbey, former news writer at WLS, Chicago, has joined the sports staff of WKZO-TV, Kalamazoo, Michigan. He is a former sports staffer of the Birmingham (Ala.) *Post-Herald* and while in service edited a newspaper at Eighth Army Headquarters in Seoul and worked for the *Korea Times*, a Korean newspaper published in English.

Ed Easterly, press secretary to Governor A. B. Chandler of Kentucky, has been named editor of *The Commonwealth*, a magazine to be published monthly and devoted to state government affairs. First issue is scheduled for June.

Adrian Reynolds, editor of the Green River (Wyoming) *Star*, has completed a year as president of the Wyoming Press Association, NEA state chairman, and state weekly newspaper representatives chairman. He is currently a director of the Press Association.

R. L. Post has been appointed public relations director of the Southwestern States Telephone Company, Brownwood, Texas. He was formerly in the public relations department of General Telephone of the Southwest in San Angelo, Texas.

William B. Stapleton, formerly picture editor of *Collier's* magazine, has joined the editorial service bureau of Eastman Kodak Company. He will direct the newspaper snapshot awards and will handle special contacts with magazines.

King Wilkin of Orinda, California was elected president of the Zellerbach Paper Company, the first non-Zellerbach to head the 87 year old firm.

William J. Cary, Jr., publisher of the Fallon (Nevada) *Eagle*, now in its 50th year, has started a new weekly newspaper to serve the Fernley-Wadsworth-Silver Springs area in central Nevada. Naming of the paper is to be decided by the residents.

Dr. Marvin Alisky, assistant professor of journalism and radio-television at Indiana



Marvin Alisky

University, has resigned to accept appointment as associate professor of journalism and chairman of the Dept. of Mass Communications at Arizona State University at Tempe (incorporated suburb of Phoenix). In March he was awarded a Fulbright lectureship in journalism for Lima, Peru for the July-December 1957 period. However, his new duties as departmental chairman require him to report to the Tempe campus in June, obviating the foreign assignment.

### Like Father, Like Son

Richard G. Brandenburg (Cornell Chapter), a senior in mechanical engineering at Cornell University, has been named editor-in-chief of *Cornell Engineer* magazine. Brandenburg, a five-year engineering student, served as managing editor of the *Cornell Engineer* this past year. He has been a Lockheed scholarship student, having graduated from Oak Park High School in 1953. His father, George A. Brandenburg (Northwestern '29), is Midwest editor of *Editor & Publisher* and is a past national president of Sigma Delta Chi.

Joseph M. Gambatese, associate editor of the *Nation's Business*, has been elected president of the newly-organized Cleveland Men's Club of Washington, D. C.

Private Horace A. Baker, Jr. has been assigned to Germany as a part of "Operation Gyroscope," the Army's unit rotation plan. He attended Southern Methodist and Houston universities.

Walter J. Veneigh has been appointed Midwest Editor of the *American Builder* magazine in Chicago. He has been an associate editor of the *American Lumberman* magazine. He is a graduate of Medill School of Journalism, Northwestern University, and is a Navy veteran of World War II.

John K. Williams is now a newscaster for KCRG-TV in Cedar Rapids, Iowa.

Robert S. Burger is now research editor of the Amos Tuck School of Business Administration, Dartmouth College.



Robert S. Burger

He has been on the staffs of the Rochester (Minn.) *Post-Bulletin*, St. Paul *Pioneer Press*, St. Paul *Dispatch*, Louisville *Courier-Journal* and has taught at the Universities of Minnesota and Southern Illinois.

Cyril G. Smith, formerly television news coordinator at WHAS-TV, Louisville, is now a film editor and news script writer at WTVT, Tampa, Florida.

Lt. Rex D. Broome recently completed the public information course at Fort Slocum, N. Y. where he graduated with honors. He now returns to his regular duties as an assistant director of adver-

tising and publicity with the 3502d Air Force Recruiting Group in Harrisburg, Pa.

B. Ben Sunbury, Columbus, Ohio, has resigned as managing editor, *Ohio Farm Bureau News* magazine, to accept a position of Information Specialist with the Research and Information Division of the Farm Credit Administration in Washington, D. C.

William D. Niefeld, formerly director of news at KCBS and KFRC in San Francisco, is now vice president of Jack Canady and Associates, San Diego.

Austin C. Lescarboura recently addressed the Advertising Club, Poughkeepsie, N. Y., on the subject of "Publicity—What It Can and Cannot Do."

Lawrence G. Foster, formerly night editor of the *Newark News*, has joined



L. G. Foster

Johnson & Johnson to assist in the direction of its public relations program. Foster, who is 31, joined the *Newark News* as a reporter February 1, 1948, upon his graduation from Pennsylvania State University. He had reporting assignments in the paper's Kearny, Summit, Montclair and Clifton bureaus before becoming bureau manager of the Summit office in 1952. He later managed the paper's Central Jersey News Bureau in Plainfield and was made night editor in 1954.

Privates Kenneth G. Richardson and Robert M. Markus recently graduated from the Army Information School's public information course at Fort Slocum, N. Y.

## Obituaries

### CORRECTION

The name of VIRGIL HILLYER erroneously appeared under the heading of Obituaries in the April issue. We regret this error. The information came from the January 26 issue of another publication.

GRANT SHOWERMAN (UO-Pr-'28), former drama editor of the Portland (Ore.) *Oregonian* and later Northwest news editor of the *Portland Oregon Journal* died February 2.

HILTON F. HORNADY (Wis-'17), financial editor of the Buffalo (N. Y.) *Evening News*, died of a heart attack March 30.

CHARLES D. NETHAWAY (KC-Pr-'48), manager of Kansas City (Mo.) bureau of the *United Press*, died of a stroke.

JAMES F. CARROLL (CeO-Pr-'52), died of a coronary attack.

LESTER C. GETZLOE, April 17.

STUART H. PERRY (UMc-Pr-'23).

GEORGE T. McCONVILLE (Min-Pr-'31).

JAMES M. WILLSON JR. (SMU-'44).

LESTER A. AUK (Mia-'25), December 21, 1956.

LESTER J. WILLIAMS (LSU-Pr-'47).

VICTOR J. OBENAUER JR. (Fla-Pr-'49), 1956.

ROBERT E. COCHRAN (NeOh-Pr-'52).

WILLIS W. OVERHOLSER (Ia-Pr-'51), November 25, 1956.

WILLIAM F. HARRIS (Put-'51).

CHARLES A. CROWDER (CIP-Pr-'50), February 14.



## Chapter Activities



**CHICAGO**—A panel discussion on the life of Clarence Darrow became a news-making meeting of the Chicago professional chapter when two speakers advocated that one of Darrow's most famous clients—Nathan Leopold—be paroled from prison. Judge John A. Sbarbaro of Cook County Superior Court, a former assistant prosecutor who helped convict Leopold and the late Richard Loeb for the Bobby Franks murder in 1924, made headlines in the Chicago press by saying: "It is my contention that Nathan Leopold should be released—he should be paroled!" Darrow, whose birth was commemorated in a Darrow Centennial Program May 1 in Chicago, was characterized as a champion of the underdog, an intellectual giant, a liberal who "was far ahead of his time," and despite a reputation as an agnostic "a religious man in his own way." Other speakers were Miss Matilda Fenberg, criminal lawyer and former Darrow protegee; John Lapp, labor arbitrator who frequently debated with Darrow on religion; and Arthur Weinberg, SDX member who is executive chairman of the Darrow Centennial Committee and author of a book, "Attorney for the Damned," due for publication this fall. The Chicago CBS radio outlet WBBM, recorded the program for partial rebroadcast as part of the centennial fete. Panel which discussed the life of Clarence Darrow is shown here (l. to r.): John Lapp, labor arbitrator; Matilda Fenberg, criminal lawyer; Dr. Preston Bradley, minister; Arthur Weinberg, who has written a Darrow biography; and Superior Court Judge John Sbarbaro, former assistant prosecutor in the Loeb-Leopold case.—**Al Balk**

**AKRON**—Ohio Gov. C. William O'Neill chats with Kent State University undergraduate members of SDX at the Founders' Day dinner April 19 in Akron after addressing the Akron chapter. KSU undergraduate members were guests of the professional chapter. Shown above, left to right, are: William Kiskos, Cleveland; Governor O'Neill; George Kolbenschlag, Twin Lakes, incoming president of the KSU chapter; Prof. William A. Fisher, advisor to the KSU chapter, and Leonard Tompos of Lorain, O.

(Kent Record-Courier Photo)



(Photo by John Gruber)

**MADISON**—Speaking at the 33rd annual Gridiron banquet sponsored by the University of Wisconsin chapter, Hodding Carter predicted that the South won't achieve racial integration until its Negro ratio becomes close to the national average. He predicted it will take two generations before integration is complete in the deep South. Carter, owner and editor of the Greenville, Miss., *Delta Democrat-Times*, was given the Red Derby, symbol of the banquet, at the conclusion of his speech. The Derby presentation was made to the person "who contributes the most toward the success of the event" by banquet chairman Bob Horne. In the picture, Carter is being handed the box containing the Derby by Horne (right). Three skits satirizing state, city, and university organizations and personalities, preceded the speech. Dr. Robert J. Samp, whose field is cancer study and hobby is public speaking, was Roastmaster. Student committee chairmen were Daniel Baumann, invitations; Alan C. Boe, dinner; and John Gruber, publicity.

**SAN ANTONIO**—Newsmen and radio representatives pose with Gov. Price Daniel, seated center, after receiving awards at the San Antonio Founders' Day dinner attended by more than 300 newsmen and guests. First place winners were, front row, Tomme Call, San Antonio *News*; Gilbert Barrera, San Antonio *Light*; David Haines, station *KITE*, and Johnny Janes, San Antonio *News*. Second place awards went to, standing, Glen Krueger, *KITE*; Bill Freeman, San Antonio *News*; Dick Peebles, San Antonio *Express*, and Johnny Tarsikes, San Antonio *Express*. Paul Thompson, San Antonio *News*, a first place winner, and Bill Rudd, San Antonio *Express*, who won a second place plaque, were not present when photo was made. Gov. Price Daniel Monday had called on members of the press, radio and television to help him restore public confidence in government by putting "the spotlight of truth" on both honest and dishonest public officials. The governor was introduced by Ed Ray, San Antonio *Express* and *News* executive editor, first president of the local Sigma Delta Chi chapter. Ray was presented an official fraternity ring in recognition of his work in spearheading the founding of the chapter.



SDX NEWS for June, 1957



**LOUISVILLE**—The Louisville chapter presented its annual awards for Kentucky and Southern Indiana. Winners were, front row from left, Mrs. Stan. A. Morgan, and Frank Abrams, Jr., both of the Owensboro, Ky., *Messenger and Inquirer*, for photography; back row, from left, William Peeples, *The Louisville Times*, best reporting; Wilbur B. Cogshall, *The Courier-Journal*, best work other than reporting and photography, and Vince Clephas, *WHAS-TV*, who shared photography honors. The winners were selected by the faculty of the University of Missouri's journalism school.

**ILLINOIS VALLEY**—Peoria Mayor Robert D. Morgan declared that public bodies should be permitted to hold private meetings without interference from the press. He expressed his views on this and other subjects at the Illinois Valley Professional chapter's first "Hot Seat" panel held in April. Morgan was in the "Hot Seat" 45 minutes, answering questions on every subject. "Any newspaper or news media that sets itself up as the representative of the people is going farther than it should," Morgan said. The press does an excellent job of informing the people, he said, "but it cannot substitute itself for the representatives of the people." He said he would have no objection to the press attending closed-door meetings, providing the public body could exercise censorship powers. He expressed the opinion that coverage of Peoria's city council has been too detailed at times, pointing out that politicians have difficulty changing their minds once the press has placed their initial thinking on the record.

Participating in the panel were (left to right) Karl J. Wheatley, editor of the Caterpillar Tractor Co. *News and Views*; Tom Connor, *WEEK-TV* newscaster; Morgan; Edward M. Lembeck, *Peoria Journal Star* city hall reporter; Bernard Lyons, assistant editor, *The Peoria Register*; and Ralph Smith, *WIRL* newscaster, who is obscured by Leslie Scott, publisher of the *Lacon Home Journal*. Tom Pugh (not shown), club president and assistant city editor of the *Peoria Journal Star*, moderated the panel.

—Tom Pugh



**MILWAUKEE**—Democracy has granted political powers to the greatest number of persons, including "some not particularly bright," and the press must help "protect the public from making appalling mistakes," an English churchman, Father Joseph V. Christie, S.J., said in an address before about 75 persons at the annual Founders' Day dinner of the Milwaukee professional chapter. Father Christie, in a speech well seasoned with British humor, described newspapers in his country as ranging from the *Times*, which people read "as a form of prayer" and which takes a sober tone on public affairs, to the widely circulated *Daily Sketch* and *Daily Mirror*, which "assume you are a nitwit" and "represent the lowest depth of journalism." There is a widening gulf between those who think and the great masses, said Father Christie. He is chaplain to London, newspapermen and a visiting lecturer at Marquette University. He said that although people had become literate, they had not necessarily been taught to think. Father Christie warned that newsmen must be "ethical men, who realize they are dealing with minds that they have the power to sway." He said that the press could "narrow the gulf between the masses and the intelligentsia," and that this should give newsmen "a high sense of vocation." The problem, said Father Christie, is to guide opinion "down reasonable avenues." Democracy is still young, less than 400 years old, he said. "Barbarians are knocking on the gates of the civilized world," he warned. If mistakes are made "our enemies could win overnight," he declared. Shown here is guest speaker Father Joseph V. Christie, S.J., left, chaplain to London, England, Fleet Street newspapermen. Attentive listeners are: Austin Bealmear, AP bureau manager; Edmund Carpenter, Marquette University news bureau director; Guy Smith, Marquette chapter president; and Frank Marasco, Milwaukee *Sentinel* chief artist.—Walter Kante

**CENTRAL PENNSYLVANIA**—A Pennsylvania newspaperman now working with the Moss Freedom of Information Committee told the April meeting that "a great many people don't realize how far calculated suppression of the news to avoid criticism has gone." "The business of secrecy is big business in politics," said Jack Anderson, former York and Lancaster reporter now on a fellowship grant by the American Political Science Assn. He said that newspapers will "have to force government administrators to live up to information policies within the law."—Richard H. Hoenig



## Personals

### About Members

**Lloyd Wilkie**, adviser to the *Blade* (student newspaper at Bellflower, Calif., High School) and teacher of English, has been accepted as a senior associate member of the Association for Education in Journalism.

**Lewis Thomas**, director of the University of Colorado Alumni Fund, has left to take the position of director of information services at Colorado State University, Fort Collins. He was previously with the *Denver Post*, *Rocky Mountain News*, *Los Angeles Mirror*, *Phoenix Gazette* and *KLZ-TV*, Denver.



Lewis Thomas

**Pvt. Earle W. Falck** is now a member of the 108th Antiaircraft Artillery Group's Headquarters Battery at Fort MacArthur, Calif. He graduated from the University of Maryland.

**Robert C. Griffen**, formerly head of the publication department of the General Extension Division of Florida, is now assistant director of the Florida Bar and will serve as managing editor of the *Florida Bar*, Tallahassee. The new post was created recently.



Robert Griffen

**Malcolm W. Boyd** has been elected vice president and director of *Pacific Shipper, Inc.*, west coast trade magazine, San Francisco. He has been serving as managing editor of the weekly magazine and as assistant publisher of the monthly, *Pacific Air & Truck Traffic*.

Specialist third class **Donald C. Winston**, graduate of the University of Colorado, recently participated in field training exercises with the 371st Armored Infantry Battalion at the Hohenfels training area in Germany.

**William Massad** was recently promoted to first lieutenant in Korea where he is a member of the 24th Infantry Division.

He is a 1955 graduate of the University of Oklahoma.

**William Becker**, former *United Press* correspondent, has been appointed public relations director of Mel Richman, Inc., Philadelphia. While with *UP* he was assigned to bureaus in Newark, N. J., and Philadelphia. During the Korean War he served with the U. S. Air Force office of information. He is a graduate of Temple University.

William Becker

**Paul C. Morgan** is now head of the division of correspondence, Extension and Evening School, Hattiesburg, Mississippi.

**Joseph D. Strear**, former public relations officer at Fort Hood, Texas, is now with Max H. Jacobs, Houston.

**Bernard Kilgore**, president of Dow Jones & Company, Inc., publishers of *The Wall Street Journal*, announced that Buren H. McCormack was elected a vice-president in addition to being re-elected treasurer. McCormack is also national treasurer of Sigma Delta Chi.

**Ossian R. MacKenzie**, who has been dean of the College of Business Administration at the Pennsylvania State University since 1953, has been named vice-president for business administration at the University, University Park, Pa. He will continue in the deanship.



Ossian MacKenzie

**Richard E. Snow** has been appointed account executive with Morrissey Company, Chicago. He was formerly public relations officer for a Chicago urban renewal agency.

**Vic Rowland**, press relations manager, Capitol Tower, Hollywood, will be editor of a new house organ, *The Capitol World*, to be published by Capitol Records, Inc. He is also editor of *Music Views*, national consumer magazine.

**Pvt. Maynard A. Schneider** is participating with the XVIII Airborne Corps in "Exercise King Cole" at the maneuver area near Fort Polk, La. He is a 1956 graduate of the University of Wisconsin.

**Pvt. Dan K. Thomasson** was recently graduated from the Sound and Flash Ranging School, Fort Sill, Okla. He is a 1956 graduate from Indiana University.

**Pvt. Charles E. Harmon** recently completed eight weeks of basic combat training with the 9th Infantry division at Fort Carson, Colo. He is a 1956 graduate of Michigan State University.

**Pvt. Donald L. Nelson** recently completed eight weeks' basic combat training with the 9th Infantry division at Fort Carson, Colo. He is a 1956 graduate of the University of Illinois.

**Dr. Arthur L. Brandon**, director of university relations at the University of Michigan, has been named vice-president for university relations at New York University where he will aid in developing general public relations policies for the institution. He also will coordinate public information, publications, photographic services, and public service radio and television programs.



Arthur Brandon

**Dr. Frank Cunningham** has won his fourth Freedoms Foundation Award, for the second year in a row taking a second place nationally in the Essay Division. Dr. Cunningham's winning essay "The Finger of God . . ." won him another George Washington Honor Medal and cash award. He has now won three George Washington Honor Medals, three cash awards and one Certificate of Merit, all in the Valley Forge, Pa., competitions. Shortly after his Freedoms Foundation win, Dr. Cunningham was presented with the Americanism in Journalism Award for 1956 by the Pan American Press Syndicate in Los Angeles. Earlier honors to Dr. Cunningham include the Cross of Honor, International Institute of American Ideals, 1954, and Star of the Macabees, Freedom Award, Order of Antioch, 1955. His 1955 essay "Stars of Glory," which won a Freedoms Foundation Award, was later published in the *Daughters of the American Revolution Magazine*, reprinted by the United States Day Committee, Tulsa, Oklahoma, and by the American Education Association, New York City. Dr. Cunningham, a former newspaper man and magazine writer, author or co-author of four prize-winning books, is Director of the Sequoia University Press and Vice President of Sequoia University, Los Angeles.



**DETROIT**—Continuing its policy of outstanding speakers at every meeting, the Detroit professional chapter in March played host to Anthony G. De Lorenzo, vice-president of public relations for General Motors. Tony enjoyed the meeting as much as anyone as he happily reminisced with former fellow workers while tracing his rise "From UP to VP." Then in April to save members the embarrassment of writing in, famed syndicated "advice" columnist Ann Landers was on hand to answer all those "I have a friend who—" questions. She reports that half of the 6,000 letters she receives every month come from men and that the thing bothering men most these days is women—mothers, mothers-in-law, wives and/or girl friends. Miss Landers, who began her column in the *Chicago Sun-Times* without previous writing experience, now finds it in 108 newspapers across the country. Chapter President Frank Angelo, managing editor, *Detroit Free Press*, and Ann Landers shown at left.—Carl Pavsner





Picture courtesy Automobile Club of Buffalo, New York

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To the curious crowd, it was Thanksgiving Day, 1895. To the Duryea brothers, it was D-Day.


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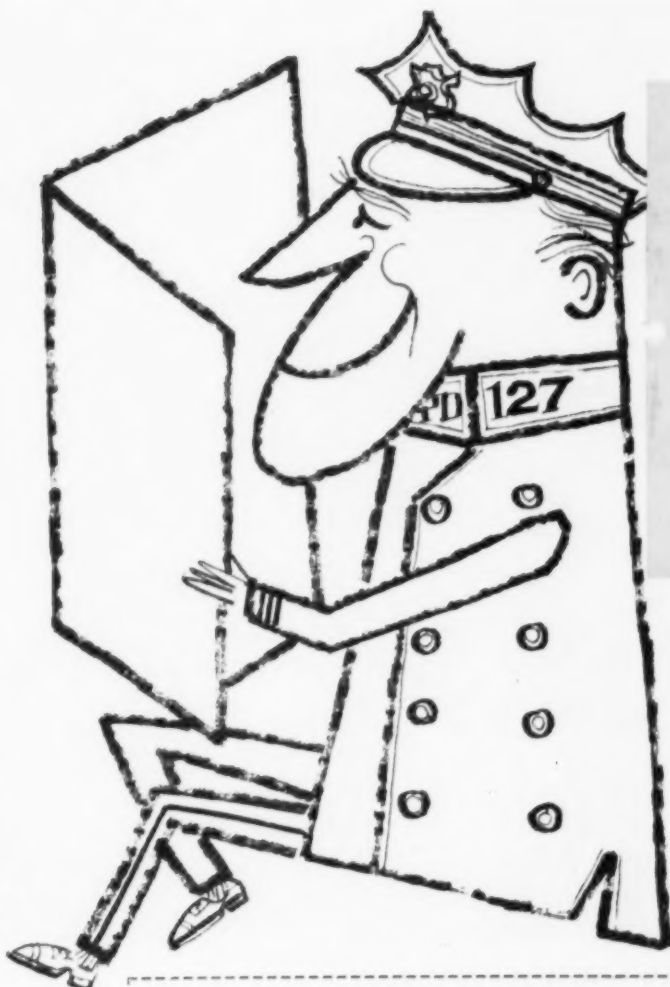
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